



Tuesday, February 20, 2018

Brought to you by the UT School of Journalism and Electronic Media

Morning Kick Off

#UTSMW18 will kick off with a live remote broadcast by WUTK 90.3 FM in front of the Communication building from 9:00am to 9:40am on Tuesday, February 20. Stop by to register to win free prizes, grab a donut and coffee, and enjoy the music before heading to the week's first session!

Session 1

Local Media & Social Media

9:40-10:55am (COM 402 – Scripps Convergence Lab)

Panelists from area news media will discuss how their organizations are using social media to distribute content, connect with consumers, and promote their news products/organization.

Speakers: **Annie Carr (JEM, '16), Bryce Caldwell (MKT, '02) and Jack McElroy**



Session 2

Scripps Networks Interactive & Audience Engagement

12:40-1:55pm (COM 321 – Patrick Auditorium)

Four panelists from Scripps Networks Interactive share how Scripps is using social media to promote and brand HGTV, Food Network, DIY, Cooking Channel, and Great American Country. The panelists will describe the latest trends in social media practices in the U.S. and for their international brands.

Speakers: **Jessica Gallart, Karli Sanders (AD, '10), Liz Gray, Marianne Canada (JEM, '10) and Abigail McCollum**

Session 3

The Dark Side of Social Media

2:10-3:25pm (COM 402 – Scripps Convergence Lab)

Privacy. Terrorism. Fake News. Professional communicators will describe the relationship between social media and these and other challenges. This will be an interactive session.

Speakers: **Charli Kerns and Xu Zhang, CCI Ph.D. students**

PRSSA Meeting

The Post-Weinstein “New Normal” of Whistleblowers & Resulting PR Impact

6:30pm (COM 321 – Patrick Auditorium)

Speakers: **Mary Beth West (JEM/PR, '94) and Kelly Fletcher**



Wednesday, February 21, 2018

Brought to you by the UT School of Information Sciences & the UT School of Communication Studies

Session 1

Embracing Facebook Ads: Your New Social Media Superpower

10:10-11:25 am (COM 402 – Scripps Convergence Lab)

Facebook Ads can perform better than almost any type of ad and present a golden window of opportunity for brands and businesses to stand out. We'll walk through specific steps to achieving maximum results and ROI and how to use ads to extend and enhance your social media campaigns.

Speakers: **Gavin Baker**

Session 2

Sports Talk with John & Jimmy Live Radio Remote

3:00-7pm



Thursday, February 22, 2018

Brought to you by the UT School of Advertising and Public Relations

All sessions in COM 402 - Scripps Convergence Lab Theatre

Session 1

Anti-Social: How I Turned a Social Media Job Into the Role I Really Wanted

11:10am-12:25pm

Your first job after college won't be your dream job, but you'll take it because you need it. Here's real world advice to use experience from the job you need to get the job you really want.

Speaker: **Chance Vineyard (AD, '11)**

Session 2

Social Media in the Age of Sports

2:10-3:25pm

Sports have influenced social media and likewise, social has influenced the age of sports. Join this session to see what that means for players and sports corporations in terms of branding and strategy.

Speakers: **Victoria Kline (JEM, '10) and Ashley Kerns (A&S, '05)**

Session 3

The Revolution and Evolution of Marketing

This session is co-sponsored by  **adclub**

5:30-7pm

At Moxie, we've noticed a sea change starting to occur at scale relative to how companies approach branding, advertising, and understand audiences. This eagle-eye view stems from our work with top clients such as Delta Air Lines, Coca-Cola, eBay, Porsche, Verizon, Walmart, and Wells Fargo. Because mass media and entertainment consumption have changed, consumers no longer gather in one central watering hole—mainstream is the new minority. And because of this change, traditional audience segments (e.g., Millennials, moms, etc.) are no longer relevant. Instead, we're seeing a rise of Tribes: tightly connected groups centered around common interests on collective shared spaces such as Reddit, Snapchat, Tinder, Imgur, Spotify, etc. Join us on February 22 to learn how marketing is being revolutionized, how brands are competing in this new landscape, and how to enter the job market during this transformation.

Speaker: **Stephanie Wierwille (AD, '11)**