

Thursday

6-8 p.m. Cocktail Party- Come get to know your fellow attendees, tour the office, and enjoy some refreshments with our team. The office is located at [10555 Main Street, Suite 470, Fairfax, VA 22030](#).



FWM ACADEMY

Friday

9:15-9:50am Session 1- MORNING WELCOME SESSION

Welcome to the FWM Marketing Academy! Tom Foster tells you what you can expect to learn while you're here and we get to know everyone a little better. This session may be brief and casual, but it's very important—we will be building on these concepts with each session.

10-11am Session 1- HOW TO TARGET THE RIGHT PEOPLE AT THE RIGHT TIME

Conference Room: Dave Frees

How to identify your perfect clients

Video Studio: Ben Polk

Being There in the Right Moment

11-12pm Session 2- HOW TO TARGET THE RIGHT PEOPLE AT THE RIGHT TIME

Conference Room: Ben Polk

Being There in the Right Moment

Video Studio: Dave Frees

How to identify your perfect clients

12-1pm Lunch *provided*

1-1:50 pm Session 3 - MINDSET: BIG THOUGHTS ON MARKETING TODAY

Common Area: Tom Foster

Tom talks about marketing today and how to be competitive.

2-3 p.m. Session 4- THE USER EXPERIENCE GUIDE

Conference Room: Gretchen Upright

How to Provide the Best User Experience for Your Website

A guide to great landing pages, usability, and content resources



Video Studio: David Waiter

Making Google Analytics Work for You

How to use the data in analytics to create a better website experience

3-4 p.m. Session 5- THE USER EXPERIENCE GUIDE

Conference Room: David Waiter

Making Google Analytics Work for You

How to use the data in analytics to create a better website experience

Video Studio: Gretchen Upright

How to Provide the Best User Experience for Your Website

A guide to great landing pages, usability, and content resources

4-5:30 Session 3- MAKING IT HAPPEN

Using the information from Google Analytics we're going to review some of your top landing pages and work with you on how it can be improved. This is your chance to put what you've learned into action.

6:00 p.m. Dinner- We'll be providing transportation and dinner. We hope you'll join us!

Saturday

9-10 a.m. Session 1- REPUTATION MANAGEMENT

Conference Room: Zach Stone with David Waiter

How to Monitor and Control What Others Are Saying About You Online Without Cheating

Reviews, Social Media, and Client Experience

Video Studio: Jamie Kelly with John Spare

Personal branding with content and website

How to control your message consistently across the web

10-10:30 pm Session 2- Taking Action With Your Reputation (Workshop)

Conference Room: Zach Stone with David Waiter

How to Monitor and Control What Others Are Saying About You Online Without Cheating

Reviews, Social Media, and Client Experience

Video Studio: Jamie Kelly with John Spare

Personal branding with content and website

How to control your message consistently across the web



10:30-11:30 pm Session 3- REPUTATION MANAGEMENT

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How to Monitor and Control What Others Are Saying About You Online Without Cheating

Reviews, Social Media, and Client Experience

12-1 p.m. Lunch *provided*

1-2 p.m. Session 4- MAKING YOUR MESSAGE MATTER

Conference Room: Matt Casey

Writing Case Stories That Will Resonate With Your Audience

How to set yourself apart from the competition with empathy and understanding

Video Studio: John Spare

Using Video to Tell Your Story

How to create high quality videos to make a deeper connection with your audience

2-3 p.m. Session 5- MAKING YOUR MESSAGE MATTER

Video Studio:John Spare

Using Video to Tell Your Story

How to create high quality videos to make a deeper connection with your audience

Conference Room: Matt Casey

Writing Case Stories That Will Resonate With Your Audience

How to set yourself apart from the competition with empathy and understanding

3 p.m.- Ask Us Anything!

We'll be wrapping up our "official" presentations at 3, but we are here to answer questions, review your notes and plans, and provide guidance on your strategy moving forward.

