

CTO'S GUIDE

Tips on Getting the Most Out of Real Estate Connect NYC

Before the Conference:

- Download the Download the [ConnectNYC mobile application](#) (includes conference schedule, live Twitter feed, exhibitor info and more!)
- Preview [Start-Up Alley companies](#) – brand new companies launching at Connect. Plan which ones you'd like to meet!
- Review [the list](#) of speakers, exhibitors and sponsors. Pick 3-5 top people you want to meet and contact them to schedule a meeting during the event.

During the Conference:

- Plan to visit: Start Up Alley and Exhibitors (5th Floor Foyer, Level 5)
 - *Open: Wednesday: 11:00 a.m. – 6:00 p.m. and Thursday 12:00 p.m. – 6:00 p.m. (some exhibitors will be there one day only - so make sure to visit both days.)*
- Make sure you stop by the Inman Booth #904 and enter to win the NEW Google Nexus One Mobile Phone!
- Join the conversation on Twitter – use hashtag #ICNY

MUST SEE CTO Sessions at Connect NYC:

Wednesday, January 13th

8:30 a.m. - 12:20 p.m.

ConnectTech Workshop (O'Neill, Level 4)

(Moderated by: [Dan Woolley](#), Co-Founder, [W&R Studios](#))

ConnectTech will give CTO's, developers, entrepreneurs and product managers an opportunity to explore innovation in a program tailored to geeks, not marketers.

*must have full conference registration – add workshops onto your conference pass at the registration desk or [online](#) until Monday.

10:00 a.m. – 11:00 a.m.

AND

11:15 a.m. – 12:15 p.m.

Sponsored Intensives

We understand you can't be in two places at once, but plan to come to *at least one* of the sponsored intensives:

See What's New from the Bing Maps Platform (Odets, Level 4)

Building Community Via Social Networking: Insights from HGTV and the Food Network (Ziegfeld, Level 4)

Zillow A to Z: From Agents to Zestimates, Learn How to Make Zillow Work for You (Wilder, Level 4)

2:45 p.m. – 5:15 p.m.

Main Conference Program (Westside Ballroom, Level 5)

5:00 p.m. – 6:00 p.m.

Cocktails@Connect (5th Floor Foyer, Level 5)

Thursday, January 14th

8:30 a.m. – 12:00 p.m.

Main Conference Program (Westside Ballroom, Level 5)

1:00 p.m. – 2:00 p.m.

Sponsored Intensives:

Experience Bing Maps Through Customer Examples (Odets, Level 4)

Social N'Etiquette: Rules of Engagement That Turn Fans Into Referrers (Ziegfeld, Level 4)

Zillow MATCH Case Study: The New Frontier of Online Advertising (Wilder, Level 4)

Thursday, January 14th (cont.)

TRACK 4 - Technology and Media (Westside Salon 4, Level 5) (Moderated by: [Dustin Luther](#), Social Media Strategy with 4realz Consulting)

2:00 p.m. - 2:45 p.m.

Wordpress, the Category Killer

- [Chris Pearson](#), Founder, Pearsonified & DIYThemes.com
- [Garron Selliken](#), Founder, HomeQuest & M Realty LLC, IDX Blogger

2:50 p.m. – 3:35 p.m.

Tweet This! The Business Case for Twitter

- [Joseph Ferrara](#), Publisher, Sellsius
- [Doug Lazovick](#), Founder, DeedStreet
- [David Gibbons](#), Director of Community Relations, Zillow.com

3:40 p.m. – 4:25 p.m.

Leveraging the Wide Open Web to Create a Rich User Experience

- [Seann Birkelund](#), VP of Business Development, Education.com
- [Drew Meyers](#), Business Development Specialist, Zillow.com
- [Ashfaq Munshi](#), Founder & CEO, Terabitz

4:30 p.m. – 5:00 p.m.

The Hyperlocal Media Opportunity: The Big Players Are in, Where Are You?

- [Mark Josephson](#), CEO, Outside.in
- [Stuart Elliott](#), Editor in Chief, The Real Deal

3:00 p.m. – 4:30 p.m.

Live Labs: New at Connect this year. Roll up your sleeves, mix it up and uncover insights with your fellow attendees. If you have time, we recommend CTO's attend one of these Live Labs:

Live Lab 3: Video Production and Distribution (Hart, Level, 4)

- [Brett Hickman](#), Founder, The Hickman Group

OR

Live Lab 4: SEO Smackdown: How to Cut Through the B.S. and Get Results

- [Jim Marks](#), Founder & President, Virtual Results

Friday, January 15th

9:00 a.m. – 12:00 p.m.

Main Conference Program (Westside Ballroom, Level 5)

After the Conference

- Send a quick email to everyone whose business card you received. Also, make sure you enter them into your contact list.
- Check inman.com for video footage and slide presentations
- Sign up for Real Estate Connect SF – special rates for Connect NYC attendees!