

# MARKETING DIRECTOR'S GUIDE

## Tips on Getting the Most Out of Real Estate Connect NYC

### Before the Conference:

- 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 (5<sup>th</sup> 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 Marketing Director Sessions at Connect NYC:

### Wednesday, January 13<sup>th</sup>

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

#### Internet Marketing Workshop (Westside Salon 1, Level 5)

(Moderated by [Morgan Brown](#), Marketing Director, [TurnHere](#))

A full day of digital marketing mojo where you'll learn how to market like a Rock Star. From blogging to ad networks, you'll get what you need to keep your competition behind you.

\*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 (5<sup>th</sup> Floor Foyer, Level 5)

### Thursday, January 14<sup>th</sup>

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 14<sup>th</sup> (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 marketing director's attend one of these Live Labs:

#### Live Lab 1: Building Brand and Influence Through Social Media (Odets, Level, 4)

- [Paul Chaney](#), Author of The Digital Handshake

OR

#### Live Lab 4: SEO Smackdown: How to Cut Through the B.S. and Get Results ( O'Neill, Level 4)

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

OR

#### Live Lab 5: Advanced Wordpress Techniques (Ziegfeld, Level 4)

- [Chris Pearson](#), Founder, Pearsonified & DIYThemes.com

## Friday, January 15<sup>th</sup>

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!