

YMCA DIGITAL SUMMIT – SCHEDULE



Start	End	Activity	Break Out Room #1	Break Out Room #2	Break Out Room #3	Break Out Room #4
8:00AM	8:30am	Setup	Planning - speakers, technology, break out rooms, etc			
8:30am	9:00am	Networking / Intro / Welcome	WELCOME & GOALS FOR THE DAY: David Frederick			
9:00 AM	9:50am	KEYNOTE	TISHA HOLMAN - Topic: SOCIAL MEDIA MAKEOVER			
9:50AM	10:00am	NETWORKING BREAK	CONVERSATIONS / CHAT / MUSIC PLAYING			
10:00 AM	10:40AM	Breakout Sessions #1	VOLUNTEER MESSAGING - Comprehensive Communications (40 min) (Presenter: Jennifer Pascal) Break Out Room #1	SOCIAL MEDIA TRAINING-Buffer, Scheduling, Content (40 min) (Presenter: La Shae) Break Out Room #2	ZOOM - How to use this thing! (40 min) (Presenter: Dr. Tonjia Grumble) Break Out Room #3	MEDIA TRAINING - Preparing for Interviews (40 min) (Presenter: Kristin Welsh) Break Out Room #4
10:40AM	10:45AM	BREAK	BREAK / JOIN NEXT BREAKOUT SESSIONS			
10:45 AM	11:25AM	Breakout Sessions #2	AMPLIFYING YOUR INFLUENCE - LINKEDIN (40 min) (Presenter: Keith Vinson) Break Out Room #1	WEBSITE MARKETING & UPDATES (40 min) (Presenter: Jenny) Break Out Room #2	E-NEWSLETTER - DEVELOPING & PLANNING MONTHLY EMAILS (40 min) (Presenter: La Shae) Break Out Room #3	STORYTELLING THROUGH IMAGERY - Photos/Videos (40 min) (Presenter: Colleen) Break Out Room #4
11:25AM	11:30AM	BREAK	BREAK / JOIN NEXT BREAKOUT SESSIONS			
11:30AM	12:00PM	Breakout Sessions #3	SOCIAL MEDIA TIPS & TRENDS (30 min) (Presenters: Katie Chiu, Jessica Moore) Break Out Room #1	REACH TV TRAINING (30 min) (Presenter: REACH) Break Out Room #2	EXECUTIVE SOCIAL MEDIA IN-BRANCH (30 min) (Presenter: Suzana Delgado Gray) Break Out Room #3	CAPTURING GREAT STORIES - From Members In Your Branch or Camp (30 min) (Presenter: Richard Redig) Break Out Room #4
12:00pm	12:20pm	Q & A	LEARNING LAB Q & A – Ask questions to MarCom or any Guest Presenters/Speakers			
12:20PM	12:25PM	CLOSE	CLOSE			

You can join at any time for the entire summit OR only for specific sessions based on your availability/work schedule