

2014

INTERACTIVE MARKETING SUMMIT



LAUREL HIGHLANDS VISITORS BUREAU

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Presented by the Laurel Highlands Visitors Bureau

November 7, 2014

Fred Rogers Center, Saint Vincent College

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EVENT PROGRAM

- 8:30 – 9:00 am **Registration and Networking Breakfast**
- 9:00 – 9:15 am **Welcome & Opening Remarks**
- 9:15 – 10:15 am **“Waking Up Your Analytics Strategy”**
presented by John Meck, Technical Marketing Manager at LunaMetrics
- 10:15–10:30 am **Networking Break/Snack**
- 10:30–11:30 am **“How to Climb to the Top of Search Results”**
presented by Phil Laboon, CEO of Eyeflow Internet Marketing
- 11:30–12:30 pm **“Creating a Comprehensive Inbound Marketing Strategy”**
presented by Chris Vendilli, Founder of ProFromGo Internet Marketing
- 12:30 – 1:15 pm **Networking Lunch**
- 1:15 – 2:15 pm **“Why Social, Why Now”**
presented by Shannon Baker, Partner/Executive Vice President Public Relations & Social Media at Gatesman+Dave
- 2:15 – 2:30 pm **Prize Giveaways & Closing**

#LHSUMMIT

Tweet us your thoughts and questions during and after the summit using this hashtag: #LHsummit.

WI-FI CONNECTION:

 SVC_Private

Username: eventguest
Password: Summit#7



GET CONNECTED TO LHVB



Facebook: Like us!
Laurel Highlands Visitors Bureau
29,670 Fans



Twitter: Follow us!
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7,230 Followers



YouTube: Subscribe to us!
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37,400 Video Views



Pinterest: Follow us!
Laurel Highlands
410 Followers



Instagram: Follow us!
@laurelhighlands_pa
545 Followers

WEB TRAFFIC IS AT AN ALL-TIME HIGH FOR WWW.LAURELHIGHLANDS.ORG!

Combined monthly totals

	11/1/12 - 10/31/13	11/1/13 - 10/31/14
Total Visitors	437,988	556,294
Unique Visitors	361,549	466,417
Total Page Views	1,726,122	1,736,339

That's a percentage increase of 27% over the previous year!

Take advantage of this visibility by advertising on our website! Visit www.laurelhighlands.org/online-marketing to learn more about our online advertising opportunities.



Visit www.laurelhighlands.org/summit for follow-up information about today's event, and check back later for details on the 2015 Laurel Highlands Visitors Bureau Interactive Marketing Summit, taking place on Friday, November 6, 2015.

SAVE THE DATE

2015 Laurel Highlands
Interactive Marketing Summit
Friday, November 6, 2015



GUEST SPEAKERS



JON MECK
Technical Marketing Manager
LunaMetrics
@LunaMetrics @jmeck

As the Technical Marketing Manager for LunaMetrics, Jon Meck works to promote their services and trainings to the world. He has worked with many clients to implement and utilize Google Analytics and specializes in Google Tag Manager installations. He has a jack-of-all-trades background, working for companies large and small in Social Media, Website Design and Maintenance, and Analytics.



PHIL LABOON
CEO
Eyeflow Internet Marketing
@eyeflow

At the age of 20, Phil Laboon started his now multi-million dollar company, Eyeflow Internet Marketing, as a one-man business out of his basement. Soon after, Laboon proved himself to be a trusted thought leader within the industry. Laboon works constantly to better his company with revolutionary SEO techniques and strategies. Recently, Laboon has made national headlines by transforming his canceled wedding ceremony into "LemonAID," a fundraising event benefiting hundreds of children in developing countries.



CHRIS VENDILLI
Founder
ProFromGo Internet Marketing
@ProFromGo @Chris_Vendilli

Chris Vendilli is the founder of a Pittsburgh-based digital marketing and advertising agency called "ProFromGo Internet Marketing." Chris got his start in digital marketing back in 2005 when what started as a class project at Pitt, turned into multiple premium membership websites aimed at teaching social media strategies to small business owners. Today, ProFromGo provides tools, training, and services to small businesses and organizations across the country who want to increase efficiency, productivity, and profitability.



SHANNON BAKER
Partner, Executive Vice President of
Public Relations & Social Media
Gatesman+Dave
@GatesmanDave

Shannon is an award-winning public relations professional focused on cutting through the hype to provide real solutions to clients who are faced with managing their reputations, products and services in today's new age of PR. Under her leadership, Gatesman+Dave's PR practice has become nationally ranked by O'Dwyer's PR and is one of the top-ranked and most award-winning in Pittsburgh. Pushing beyond the ubiquitous metrics of "likes" and "impressions," she delivers business solutions in social media that get results. And yet she hasn't lost sight of the fundamentals of public relations. For more than ten years, Shannon has guided clients through national media tours, issues management and event production. Her expertise in media relations has garnered valuable relationships with blue-chip media including Good Morning America, CNBC, The Wall Street Journal and The New York Times.