



iMEDIA

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iMedia

2012

www.imediaconference.ca
the conference for social media enthusiasts

May 4 & 5, 2012
Fantasyland Hotel
Edmonton, AB

Bossy Mama Background

Despite the humorous name, Bossy Mama is a serious business network for entrepreneurial women. The organization gives a strong voice to the female business community and strives to encourage more entrepreneurial women to follow their dreams of owning their own business. Through monthly networking evenings, as well as large semi-annual events, Bossy Mama is passionate about connecting, empowering and inspiring women in business.

Bossy Mama was created as a way to bring these like-minded women together for cross promotion, education and support. The network works in collaboration with many other business networks, has a partner network (Women in Biz Network) in Toronto, ON and has a diverse Advisory Board made up of seven dynamic women. Two years later, Bossy Mama has more than 190 members in Edmonton, AB and holds monthly events (workshops & seminars) as well as larger scale events.

iMedia Event Overview

Over the last five years, several North American social media conferences have been created to really engage and connect bloggers and social media enthusiasts to each other as well as major brands. We often hear that enthusiasts residing in Western Canada feel that there aren't enough local opportunities for these types of conferences. iMedia will be a smaller scale, more localized conference that will not only attract women (which many of the popular conferences are designed for women) but also men. There will also be a stronger general focus of all things social media, rather than just bloggers. There will be a maximum of 250 attendees.

Venue Details

The iMedia conference will be held at the Fantasy Land Hotel in West Edmonton Mall. There will be a main conference area with tables, chairs and the main stage as well as a total of 4 breakout rooms.

Schedule of Events

Friday May 4, 2012

VIP Tweet up and Party; L2 Lounge, West Edmonton Mall 5:30pm

Saturday May 5, 2012

Registration/Coffee: 8:30 - 9:15am

Opening Remarks: 9:15am

Speaker One – Darren Barefoot: 9:30 - 10:30am

Break Out Sessions: 10:30 - 12:30pm

Lunch with #yeg iMedia-lite panel: 12:30 - 1:00pm

Social time/remainder of lunch 1:00pm – 1:30pm

Speaker Two – Rebecca Bollwitt: 1:30 - 2:30pm

Break Out Sessions: 2:30 - 4:30pm

Closing 4:30 - 5:00pm

Talent

Speaker One: Darren Barefoot

Speaker Two: Rebecca Bollwitt

Break Out Session Topics:

Connecting to a Brand

The World of SEO

Creating a Media Kit

Inspirational Blogging

Sports Blogging

Not for Profit Blogging & Social Media Impact

Creating Personality on a business Blog

Break Out Sessions

There will be 6-7 Break Out Sessions that attendees will be able to register in advance for. Attendees will choose a maximum of 4 sessions to attend; two in the morning and two in the afternoon. The sessions will each be one hour in length. 20 minutes expert led presentation, 20 minutes open discuss/Q&A, 20 minutes round table discussions between attendees. No more than 45 people will be registered in each session.

Wordpress Help Desk

During Registration, the Break Out Sessions and lunch, there will be 1-2 Wordpress experts on hand to assist with trouble shooting and questions.

iMedia-lite Panel

For the first half of the lunch break, a panel of Edmonton social media influencers will be on a panel answering any social media questions that attendees may have. Panelists receive a substantial discount off the Member pricing (see below)

Registration

Registration includes refreshments throughout the day, lunch, 2 keynote speakers and choice of registering for 4 breakout sessions. Fees are as follows:

VIP Party at L2 Lounge on May 4 (Includes 1 drink & appetizers)

\$25 for Members*

\$35 for non-members

Early Bird Registration (before March 1)

\$99 for Conference

iMedia Conference Registration

\$89 for Members*

\$149 for non-members

\$45 for iMedia-Life Panelists

*Bossy Mama membership is \$125 for year or \$12.99 per month. Learn more at www.bossumama.ca/join

A full sponsorship package can be emailed to any interested companies.

Please contact:

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