

DESIGN BLOGGERS GARDEN BLOGGERS conference

2015

Presented by ESTEEM MEDIA

February 25–27, 2015 | Grand Hyatt in Buckhead | Atlanta, GA

WIRELESS INTERNET ACCESS INSTRUCTIONS DURING THE CONFERENCE:

Wi-Fi Sponsored by
ROBERT ALLEN

1. Connect to the wireless network named “PSAV_Event_Solutions”
2. Open your web browser and go to a public website, such as www.cnn.com
3. Your browser will redirect to the PSAV access page automatically
4. Enter the following access code: **RobertAllen**

AGENDA

Conference Addendum

WEDNESDAY, FEBRUARY 25, 2015

9:00AM – 8:00PM

REGISTRATION | Sponsored by 

Sign up for your Free Blog Clinic consultation sponsored by  and  Go to the Registration Desk for the sign-up sheet.

10:00AM – 2:00PM

DIGITAL DAY at ADAC

All bloggers are welcome to attend! Enjoy complimentary shuttle service between the Grand Hyatt Hotel (Lower Lobby Circle) and ADAC on Wednesday from 9:00AM to 10:00AM. At 2:00PM buses will leave ADAC for a special excursion to Phipps Plaza.

1:00 – 5:00PM

EXHIBITOR SET-UP for Design Bloggers Conference

2:00 – 5:00PM

LUXURY LIVING SHOW and OUTDOOR DESIGN AT PHIPPS PLAZA  | Sponsored by 
Buses depart the Grand Hyatt Hotel (Lower Lobby Circle) at 2PM for Phipps Plaza.

3:30 – 4:15PM

SPECIAL GUEST AND PRESENTATION by Alexa Hampton at Phipps Plaza

5:00PM

Last buses depart Phipps Plaza and return to the Grand Hyatt Hotel

5:30 – 7:30PM

WELCOME RECEPTION | Sponsored by  **Benjamin Moore**® at the Grand Hyatt Hotel
Please wear your Design Bloggers or Garden Bloggers Conference badge for admission.

8:00 – 10:30PM

OFFICIAL WEDNESDAY AFTER PARTY | Sponsored by  **sunbrella**® and **TRADITIONAL HOME**.
At Bjork Studio, 1200 Old Chattahoochee Avenue NW in Atlanta.
Complimentary bus service will be provided to and from The Grand Hyatt (Lower Lobby Circle) starting at 7:30PM.

THURSDAY, FEBRUARY 26, 2015

All Thursday conference sessions will be held in Grand Ballrooms 1 & 2

7:30AM – 6:00PM

REGISTRATION | Sponsored by 

7:30AM – 8:30AM

COFFEE WITH SPONSORS AND EXHIBITORS in Pre-Function and Grand Ballroom 3

8:30AM – 8:45AM

WELCOME AND INTRODUCTORY REMARKS from Adam Japko, Founder of Design Bloggers and Garden Bloggers Conference

8:45AM – 9:45AM

KEYNOTE: Nate Berkus

9:45AM – 10:30PM

How Content Marketing Can Build Traffic, Loyal Readers, Your Brand, and Your Bottom Line from Marcus Sheridan

10:30AM – 11:00PM

NETWORKING BREAK/INTERACTION WITH SPONSORS AND EXHIBITORS | Sponsored by **ADAC** Pre-Function and Grand Ballroom 3

11:00AM – 12:00PM

Learn How to Expand Your Brand into Video and Gain a Global Presence from Beth Le Manach and Rob Ciampa

12:00 – 12:45PM

Wine, Branding, and Social Media from Brett Vankoski and Jonathon Alsop

12:45 – 2:00PM

LUNCH/NETWORKING WITH EXHIBITORS AND SPONSORS Buckhead Ballroom and Azalea Ballroom (Lobby Level)

2:00 – 2:15PM

Design Bloggers Conference HALL OF FAME AWARDS

Sponsored and Presented by **ETHAN ALLEN**® and **TRADITIONAL HOME**.

2:15 – 3:00PM

KEYNOTE: Bunny Williams | Sponsored by  **Chairish**

3:00P – 3:30PM

NETWORKING BREAK/INTERACTION WITH SPONSORS AND EXHIBITORS in Pre-Function and Grand Ballroom 3

3:30 – 4:00PM

The Ultimate Blog Platform? with Lisa Sabin-Wilson

4:00 – 4:30PM

Creating a Safe and Secure Website Experience for You and Your Readers with Tony Perez

4:30 – 4:45PM

Dwell with Dignity: A Special Message from Lisa Robison and Kim Turner

4:45 – 5:30PM

What You Need to Know about Pinterest and Instagram from Nick and Allison McCullough

5:30 – 7:00PM

NETWORKING RECEPTION | Sponsored by  **PIRCH**® at the Grand Hyatt Hotel

7:00 – 10:00PM

OFFICIAL THURSDAY AFTER PARTY — Italian Masquerade | Sponsored by  **PIRCH**®

At Lenox Marketplace– buses begin leaving the Grand Hyatt hotel at 6:30pm and will run continuously to Pirch's Lenox Marketplace nearby in Buckhead.

FRIDAY, FEBRUARY 27, 2015

ALL SESSIONS FOR DESIGN BLOGGERS CONFERENCE WILL BE HELD IN GRAND BALLROOMS 1 & 2.

- 7:30 – 8:30AM **Coffee with Sponsors and Exhibitors** in Pre-Function and Grand Ballroom 3
- 8:30 – 8:50AM **A Special Presentation** by Adam Japko
- 8:50 – 9:00AM **Introductions**
- 9:00 – 9:45AM **KEYNOTE:** Brian Patrick Flynn | Sponsored by  **Duralee®**
- 9:45 – 10:30AM **Blogging to Unveil Design's Emotional Core and Higher Purpose** from Mark Cutler
- 10:45 – 11:15AM **NETWORKING BREAK/INTERACTION WITH SPONSORS AND EXHIBITORS** in Pre-Function and Grand Ballroom 3
- 11:15AM – 12:00PM **Social Media: Roots for Design Collaboration** by Kelli Ellis & Lori Dennis and Lisa Mende & Traci Zeller
- 12:00 – 12:45PM **Digital Marketing and Branding Life Rafts** with Denise McGaha, Christina Fluegge, and Mitzi Beach.
Introduction by Kerry Howard, President of the Georgia Chapter ASID
- 12:45 – 1:00PM **CONFERENCE SCHOLARSHIP** | Sponsored and Presented by 
- 1:00 – 2:00PM **BOXED LUNCH** | Sponsored by  Networking with Sponsors and Exhibitors in Pre-Function and Grand Ballroom 3
- 2:00 – 2:45PM **Photography: Making your work look good in photographs is the most important aspect of finishing a project**
by Stacy Kunstel
- 2:45 – 3:30PM **Social Media Analytics** by Marshall Sponder
- 3:30 – 4:00PM **Community Building in "Beta Brooklyn"** with Kika Gilbert and Bekka Palmer
- 4:00 – 4:15PM **CRITICAL TAKEAWAYS FROM THE CONFERENCE AND SPECIAL ANNOUNCEMENTS**

ALL DESIGN BLOGGERS AND GARDEN BLOGGERS —

Don't forget to sign up for your free consultation at our Blog Clinic sponsored by  and 

MONETIZATION STRATEGIES: How do you monetize your blog or website? As a blogger, ShareASale becomes a platform for all your Affiliate Marketing Activities. We help you find products to fit your blog, track which transactions have earned you commissions, report the transaction to you and most importantly – send you a payment on time every month for your commissions. For 15+ years, ShareASale has been the host for over 4,000 Affiliate Programs with Merchants looking for content publishers. We will help you provide additional value to your readers while earning supplemental income from your well-written content and hard work. ShareASale's network is unique because we are a pure-play affiliate marketing company. Because we listen to our users, ShareASale is built for and by people like you!

CONTENT & SOCIAL MEDIA MARKETING: Is your content in need of a little boost? Sit down with the marketing experts at DigitalSherpa to learn how to research, plan, and execute a content strategy that gets results for your business. From blogging to Facebook, keyword research to Instagram marketing, these sessions will help make sense of the ever-changing digital landscape. This is your opportunity to ask the questions that have been stumping you and the growth of your online efforts.

TECHNICAL SUPPORT & ANALYTICS: Do you need someone to take a look under the hood of your blog? Whether you're having trouble with mapping your domain; plugins; choosing a blogging platform; or understanding what all that technical mumbo jumbo really means; this session is for you. The DigitalSherpa technical support will also be there to answer high-level blogging strategy questions. Expect to receive specific recommendations and fixes that you can do yourself.

**Blog Clinic is located in the Cascade Meeting Room and
sign-up sheet will be available at the Registration Desk on Wednesday and at the Blog Clinic Thursday and Friday.**

GARDEN BLOGGERS conference

2015

Presented by ESTEEM MEDIA

AGENDA

FRIDAY, FEBRUARY 27, 2015

SESSIONS FOR GARDEN BLOGGERS CONFERENCE WILL BE HELD IN BUCKHEAD BALLROOM UNLESS OTHERWISE INDICATED.

- 7:30 – 9:00AM **COFFEE WITH SPONSORS AND EXHIBITORS** in Pre-Function and Grand Ballroom 3
- 9:00 – 9:30AM **A SPECIAL PRESENTATION** by Adam Japko
- 9:30 – 10:30AM **Branding and Maximizing Revenue for Your Blog and Website** by Shawna Coronado, Lisa Steele, and Jan Bills
- 10:30 – 10:45AM **CONFERENCE SCHOLARSHIP AWARDS** | Sponsored and Presented by  **Bonnie** PLANTS™
OUR ROOTS RUN DEEP SINCE 1918
- 10:45 – 11:15AM **NETWORKING BREAK/INTERACTION WITH SPONSORS AND EXHIBITORS** in Pre-Function and Grand Ballroom 3
- 11:15 – 12:00PM **The Power of Personal Branding for Professional Success** by Rochelle Greayer and Lorrie Thomas Ross
- 12:00 – 12:45PM **Posts With Staying Power: Crafting Your Content to Make It Searchable, Shareable, and Sticky** by Linda Ly
Finding and Leveraging Opportunities to Build a Brand by Sara Bendrick
- 12:45 – 1:00PM **Garden Bloggers HALL OF FAME AWARDS** | Sponsored and Presented by  **PW** PROVEN WINNERS™
COLOR CHOICE PLANNING GARDENS
- 1:00 – 2:00PM **BOXED LUNCH** | Sponsored by  **PIRCH**® Networking with Sponsors and Exhibitors in Pre-Function and Grand Ballroom 3
- 2:00PM – 2:45PM **iPhone-ography: The Best Asset for Your Blog Just Might Be in Your Back Pocket!**
Tips and Tools for Creating Compelling Images with Your Mobile Device with Kelly Fitzsimmons
- ALL SESSIONS WILL MOVE TO GRAND BALLROOMS 1 & 2**
- 2:45 – 3:30PM **Social Media Analytics** by Marshall Sponder
- 3:30 – 4:00PM **Community Building in “Beta Brooklyn”** with Kika Gilbert and Bekka Palmer
- 4:00 – 4:15PM **CRITICAL TAKEAWAYS FROM THE CONFERENCE AND SPECIAL ANNOUNCEMENTS**

Please visit all our Exhibitors and Sponsors
in the Expo Area
and bring lots of business cards!

We will be drawing random winners
throughout the conference
for special conference giveaways!

EXHIBITOR AND SPONSOR LIST

Company	Table #
ADAC	13
SUPPORTING SPONSOR	
Alfresco	60
AmericasMart	61
APLD	SUPPORTING SPONSOR
ASID	SUPPORTING SPONSOR
Atlanta Glass & Mirror	SPONSOR
Atlanta Homes & Lifestyles	45
Atlanta Kitchen/Cambria	5
Bell Kitchen and Bath Studio	58
Benjamin Moore	8
WELCOME RECEPTION SPONSOR	
Bonnie Plants	31
GBC SCHOLARSHIP SPONSOR	
Chairish	KEYNOTE SPONSOR
Circa Lighting	12
Colorado Homes & Lifestyles/Mountain Living	47
Cree LED Bulbs	26/27
CSI Kitchen & Bath Studio/LEICHT	49
Currey and Company	STAGE SPONSOR
Dallas Market Center	NOTEPAD SPONSOR
DigitalSherpa	1
BLOG CLINIC SPONSOR	
Duluth Trading Company	38
Duralee	KEYNOTE SPONSOR
Ethan Allen	15
DBC HALL OF FAME SPONSOR	
Fabricut	28

Company	Table #
FermobUSA	50
Gabby and Summer Classics	21
Garden Writers Association	16
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Global Views	18
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DBC SCHOLARSHIP SPONSOR	
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KWC Faucets	48
Levantina	54
Metrie	9
Miele	39
Modern Masters	SPONSOR
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MyWay Paint	40
New England Home	3
NimbusPot	53
nousDECOR	6
CONTEST SPONSOR	
Parlore	20
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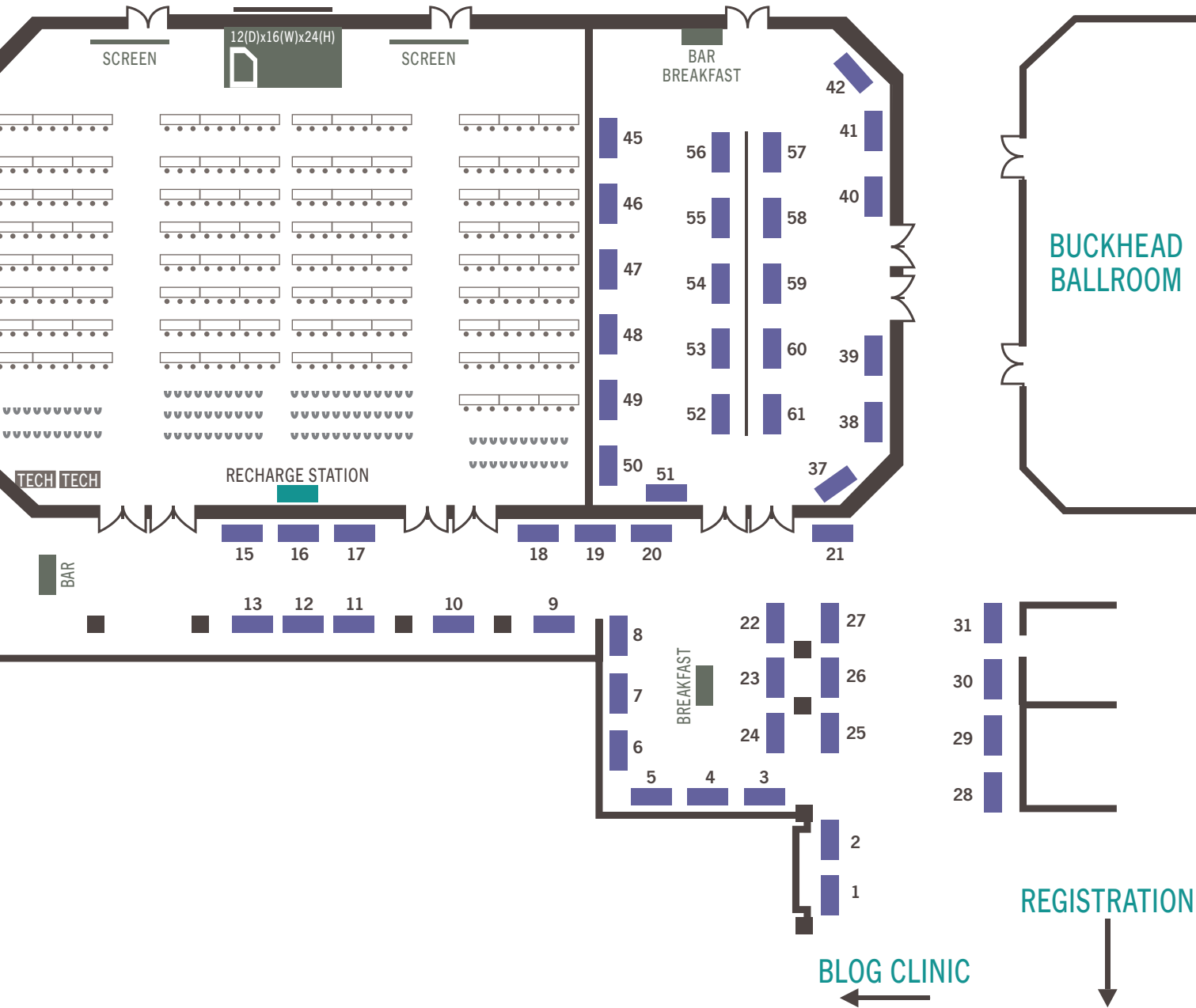
Company	Table #
PROLandscape	22
Proven Winners	GBC HALL OF FAME SPONSOR
ColorChoice	
Rev-A-Shelf	41
Robert Allen	WIFI SPONSOR
Schlage	23
ShareASale	2
BLOG CLINIC SPONSOR	
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REGISTRATION SPONSOR	
Stanton	RECHARGE STATION SPONSOR
St. Louis Homes & Lifestyles/Flower Magazine	4
Sub-Zero Wolf	11
Sucuri	55
Sugar Hill Outdoors/Belgard	30
Sunbrella	AFTER PARTY SPONSOR
Taylor Burke Home	29
The HighBoy	52
Tobi Fairley & Associates	51
Top Level Design	24
TOTO USA	56
Traditional Home	15
NATIONAL MEDIA SPONSOR	
U-Line	17
Unfolded, Distributor for Annie Sloan	10
Valspar	42
Vita/New England Arbor	37

FLOOR PLAN

Grand Hyatt Atlanta in Buckhead | Atlanta, GA

Ballroom Level

Grand Ballrooms 1, 2, 3 • Buckhead 1 & 2



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Garden Writers Association

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