



## **Anne Flinn Advertising 2021 Marketing and Advertising Summit**

Wed/Thur/Friday: Oct 20/21/22

Location: Three Notch'd Brewery Conference Room

# **Theme: Post-Pandemic Marketing and Advertising: Now What?**

Learn about the latest trends and strategies using: New Media, Rich Media, Content Marketing, Team Building & More

*Hosted by Anne Flinn Advertising, locally owned and operated digital and new media agency. Sponsored by: City of Charlottesville and Three Notch'd Brewery*

### **Day 1 - WEDNESDAY:**

#### **8:30 - 9:00 Welcome and Overview of Advertising/ Marketing in today's post-pandemic environment.**

Marketing basics that never change. Where is advertising spending going now? What are the trends in advertising? Introduction of agenda and speakers for the day. **Anne Flinn Advertising**

#### **9:00 - 9:30 Smart Phones, Smart Speakers, Smart TVs And Other Smart Advertising (30 minutes)**

Learn about reaching people when they are streaming audio content (like music and podcasts), Over-The-Top video streaming on their Smart TVs, as well as all the ways to target people on their mobile devices. To compete in today's world, you've got to be

SMART! Q & A Session follows, bring questions! **Allison Gibson, Anne Flinn Advertising, LLC**

**9:30- 10:00**

## **Amazon Ad Targeting For Businesses Not Selling On Amazon (30 Minutes)**

What? Is that possible? Is it economical? Yes, even if you don't sell your products or services on Amazon we are able to place your display or video ads on Amazon.com, Amazon owned properties like Fire TV, and on thousands of apps and websites Amazon has partnered with; all using the amazing Amazon targeting data it has about its users. Learn how we can reach your prospective customers by targeting ads to what people search, view or purchase. **Allison Gibson, Anne Flinn Advertising, LLC**

**10:15 - 11:15**

## **Advanced Digital Marketing Techniques and How to Learn About Your Competitors (1 hour)**

Ever wonder what your competitors are doing with digital advertising? We'll show you ways to find out what your competitors are doing online. We will also take an in-depth look in how to use some of the more advanced digital advertising products like Social Mirror Ads, Online Audio, OTT Video, Geo-Framing and Live Chat. **Allison Gibson, Anne Flinn Advertising, LLC**

**Short Break for Bathroom/Email Checks/Calls**

## **11:30 - 12:45 Working Lunch Session: Lunch Provided Business To Business Targeting and Recruiting Tools (1 hour/lunch included in session)**

Trying to reach other businesses to use your product or services? Did you know you can target your ad to people with a specific job title or at a specific business? Got a job to fill? Learn about proven techniques to reach these types of audiences with digital advertising. We'll cover Social Mirror Ads, Native Ads, Facebook, Mobile Conquesting, Live Chat and more! **Allison Gibson, Anne Flinn Advertising, LLC**

## **1:00 - 2:00 Content is King! Creating Video, Animated files, & Social Media Content for your Digital Advertising campaigns.**

Content is everything now because we have so many ways to get information out. Take time to learn about video advertising, social media options, Animated GIF files & what you can do to take advantage of new media advertising. Collean will walk you through a content calendar which you can download after the presentation to fill in with your own scheduled posts and advertising. **Anne Flinn and Collean Laney presents, with virtual Creative tips from Midge Yost, Emmy Award Winning Film Maker and Creative Director, Okeefe Communications, Bethesda MD**

## **2:15 - 3:00 How To Use Video Ads Online (30 minutes)**

By 2022, it is forecasted that video will account for 82% of all internet traffic, up from 75% today. In this seminar we will cover all the new ways that local businesses can use video to target the consumers they need to reach using the latest digital ad products. Video is no longer just TV and cable! **Allison Gibson, Anne Flinn Advertising, LLC**

## **3:15 - 4:00 Event Marketing, New Media Solutions, and Content Planning Calendars, with Collean Laney**

How do bands advertise? What's the best way to advertise a non-profit event? How do I budget and plan for my event? Learn from the area expert on all things events!! Collean's hand has been in events you're all familiar with, like: Lockn', Festy, Know Good Beer Festival, Jefferson Theatre, and Three Notch'd Brewery. You won't want to miss spending time with this incredible local talent! **Collean Laney, Three Notch'd Brewery**

**4PM - 5PM - NETWORK WITH BUSINESS COLLEAGUES IN THREE NOTCH'D BREWERY, STAY FOR DINNER SPECIAL PRICING FOR ATTENDEES**

## **Day 2 - THURSDAY:**

### **8:30 - 9:00 Welcome and Overview of Advertising/Marketing in today's post-pandemic environment.**

Marketing basics that never change. Where is advertising spending going now? What are the trends in advertising? Introduction of agenda for the day.

### **9:00 - 9:45 Understanding What An SEO Campaign Can Do For Your Business (1 hour)**

If you are a local business, chances are you've been approached by a company wanting to handle your SEO needs. What should you be looking for when outsourcing your SEO needs? What about online reputation management? How do you know if you need SEO help? How do you know if it is working and how to evaluate it? We cover all the ins and outs of what a successful SEO Campaign should include. **Allison Gibson, Anne Flinn Advertising, LLC**

### **10:00 - 12:00 Power of Design Thinking and OPI (Other People's Ideas) Applied to your Business Plans.**

Designing Your Company's Future while running a business in today's economy and environment requires 23.5 hours a day with your head down, putting out fires, meeting customers' needs, meeting payroll. Occasionally, you have just a moment or two to dream about the future—you probably have more ideas than you can handle, maybe you are paralyzed with too many possibilities or not enough. You might not have a thought partner with whom to share or brainstorm ideas. Join us for 120 minutes focused just on your future. You'll have the opportunity to collaborate with like-minded business owners, using the collective power of a team to brainstorm ideas, possibilities, and action plans. You'll learn how to think like a designer—creating design criteria, brainstorming ideas, and building prototypes. At the end of 120 minutes, you'll have a set of actions to help you evaluate and “try-out” some of your ideas. **Everette Fortner Associate Vice President of Career and Professional Development University of Virginia Career Center, Adjunct Faculty, UVA Darden School of Business**

**Short Break for Bathroom/Email Checks/Calls**

## **12:15 - 1PM Working Lunch Session**

### **The Next Big Thing In Digital...Social Mirror Ads (30 minutes)**

Mirror, mirror on the wall, what is the newest type of digital ads of them all? It's Social Mirror Ads and you should be using them for your local business. These ads mirror the exact look of the most popular social media platforms including LinkedIn, SnapChat, Facebook, Twitter, Pinterest, Instagram, YouTube and TikTok, but run on thousands of other websites and apps targeting just the people you want to reach. This digital strategy is perfect for companies with strong social media presence and design already in place and extends the reach of their social campaigns by getting them off of those platforms and in front of a new audience. **Allison Gibson, Anne Flinn Advertising, LLC**

## **1:00 - 1:45 Understanding Facebook & Instagram Posts, Ads, & Analytics For Your Business (60 minutes)**

Learn the tips and tricks for maximizing your Business Page. When is the best time to post? How often? How to interpret your analytics and all the Facebook and Instagram ad types and the whole suite of Facebook advertising platforms including Messenger, Facebook Audience Network and Facebook Marketplace. **Allison Gibson, Anne Flinn Advertising, LLC**

**Short Break for Bathroom/Email Checks/Calls**

## **2:00- 2:45 Charlottesville Marketing Director, Angela Taylor presents: Local Advertising for Large and Small companies.**

Angela has vast experience in marketing with UVA Health Services, and Molina Health. She brings decades of on-hand experience in all areas of marketing and advertising, from the buying side to the campaign direction side. **Angela Taylor, Molina Health Marketing Director**

## **3:00 - 4:00 E-Commerce, Banking, and Marketing changes, and new solutions for growth.**

So you've been forced to transition to e-commerce. Learn to drive business to your website, and take advantage of working with a local banker to save on banking fees.  
**Steve Gaines, Fulton Bank, and former Presenter: Marketing and Advertising**

4pm-5pm Private meetings/social hour

## **Day 3: FRIDAY: Real World Examples**

### **9:00 - 9:45 - Meet the man behind the Charlottesville Ben and Jerry's logo: Franchise Owner, Doug Barese**

Ben & Jerry's loves making ice cream—but using their business to make the world a better place gives their work its meaning. Guided by their Core Values, they seek in all they do, at every level of the business, to advance human rights and dignity, support social and economic justice for historically marginalized communities, and protect and restore the Earth's natural systems. In Ben & Jerry's words: "we use ice cream to change the world."

Learn how Doug Barese brings the Ben & Jerry's value system to Charlottesville and why having a brand statement is more important than ever for business survival.

It will be a sweet presentation!

### **10:00 - 11:00 Market trends, Reading Metric reports, Calculating ROI**

This session will highlight where advertiser dollars are actually going, and will look closely at calculating ROI, understanding Metric Data, and Making Sense of Promotions and Branding costs using real world examples. - **Anne Flinn, Collean Laney**

### **11:00 11:45 — Influencer Marketing Lunch/networking 12pm - 1pm**