



Program of Activities

Day 1 February 5, 2009 (Thursday)

07:30 to 08:30	Registration
08:30 to 08:45	Opening Ceremonies National Anthem
08:45 to 09:35	Welcome Message Rev. Fr. Ramonclaro G. Mendez, O.P. AQ Rector and President Engr. Jocelyn Ll. Blanco Regional Director, DTI V
09:35 to 10:30	Doing E-Commerce in Games and Virtual Worlds Rodion Herrera, <i>Creative Director, Avatrian</i>
10:30 to 11:00	Open Forum/Break
11:00 to 12:00	Business Models for Social Network Sites Hans Koch, <i>co-Founder and Search Division President of syndeo::media</i>
12:00 to 12:30	Open Forum
12:30 to 01:30	Lunch Break
01:30 to 02:15	Social Media Optimization: Maximizing Traffic from Social Networks Gregory Kittelson, <i>co-founder of Digital Media Exchange and GrooveNet and Managing Director of Kittelson and Carpo Consulting</i>
02:15 to 02:45	Open Forum
02:45 to 03:45	Profile of Social-Networks-marketing/advertising campaigns through social networks Michael McCullough, <i>IT Consultant and Project Manager, Kittelson and Carpo Consulting</i>
03:45 to 04:00	Open Forum/Break
04:00 to 05:00	E-Commerce in a Social Network Hans Koch, <i>co-Founder and Search Division President of syndeo::media</i>
05:00 to 05:30	Open Forum

Day 2 February 6, 2009 (Friday)

08:00 to 09:00	Search Engine Marketing Optimization 101 Janette Toral, <i>Founder, Digitalfilipino.com</i>
09:00 to 09:30	Open Forum
09:30 to 10:00	Break
10:00 to 11:00	Link Building Tactics, Tool & Techniques Gary Viray, <i>Digitalfilipino.com</i>
11:00 to 11:30	Open Forum
11:30 to 1:30	Lunch Break
01:30 to 02:30	Effective Copywriting Pauline Rose Galias, <i>Freelance Copywriter</i>
02:30 to 03:00	Open Forum
03:00 to 03:30	Break
03:30 to 4:30	Social Network Legal Challenges Atty. Joan Aquende, <i>Director, Legal Resource Center, Aquinas University of Legazpi</i>
04:30 to 05:00	Open Forum
05:00 to 05:15	Distribution of Certificates