



WEDNESDAY, JANUARY 23:

Arrival Time: _____

Hotel Info: _____

Dinner With Location (6:30pm): _____

THURSDAY, JANUARY 24:

Breakfast Plans: _____

Session 1 (9-10am):

- A. Getting Past Zero
- B. Collaborations With Sponsors
- C. Metrics, Metrics, Metrics

Session 2 (10:30-11:30am)

- A. Four Ways to Earn Revenue From Your Blog
- B. Hiring Help
- C. On the Internet, Girls Rule, Boys Drool

Lunch (11:45-12:30pm)

Keynote (12:30 - 2 pm)

Session 3 (2:30-3:30 pm)

- A. Effective DIYs + Pinterest
- B. Blog to Shop
- C. Personal Branding

Session 4 (4-5pm)

- A. Being a Contributor
- B. Work Life Balance
- C. Getting Your Online Life Organized

Clue Party (7pm)

FRIDAY, JANUARY 25:

Breakfast Plans: _____

● A. Roundtables (9-10am):

- How to Get Into Travel Blogging
- Growing and Maintaining a Small Blog With Pride
- Writing + Creativity: Finding Your Words
- Makers Gotta Make - Fine Tuning Your Creative Process for Success
- The Power of Women: How Community Builds Confidence + Success
- Feeling the Fear: Putting Big Ideas in Motion
- Running a Successful Online Shop
- Basic HTML + CSS for Bloggers
- How to Get Local Press + Recognition
- How to Make Yourself PR Maven on a Shoe String Budget
- Artists Don't Have to Be Starving
- Art Licensing + Preparing Your Portfolio
- Going Into Business With Friends
- Pin Like An Editor
- Online Magazines: From Idea to Publication
- Using Your Blog to Do Good
- Finding the Right Business Partner
- From Blog to Book
- Open Call for Ideas: ■ Better Homes & Gardens ■ Clarkson Potter/Random House ■ Chronicle Books ■ Scripps ■ Sunset Magazine
- B. Up and Coming Blogs
- C. Crafting Your Life

Session 5 (10:30-11:30am):

- Following the Conversation: Social Media 101
- Building Offline Events
- Finding Your Voice

Lunch (11:45-12:30pm)

Keynote (12:30-2pm)



Departure Time: _____

SUNDAY, JANUARY 27:
Breakfast Plans: _____

Dinner Plans: _____

Design Camp 3 (3-5pm) _____

Design Camp 2 (12:30-2:30pm) _____

Lunch (11:30-12:30pm) _____

Design Camp 1 (9-11am) _____

- Solitude Ski Day (9-5pm)
- Sundance Tour (9-5pm)
- Thrift Store Tour (11:30-2:30 pm)
- Walking Photography Tour (11:30-2:30pm)
- Foodie Tour (11:30-2:30pm)

Tours

Breakfast Plans: _____

SATURDAY, JANUARY 26:

Mini Parties (7pm)

Closing Keynote (4-5:30pm)

It's Not Too Late to Start a Blog
Advanced Blogging Skills
The Future of Design Online
Session 6 (2:30-3:30pm):