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Friday August 1, 2014

6:00 pm - 8:00 pm: [Welcome Meet-Up - Powerhouse Seafood & Grill, 112 N. University Ave, Fayetteville](#)

Saturday August 2, 2014

| Time | WP101 | Users | Designers |
|------------------------|--|---|--|
| AM 8:00 - 9:00 | REGISTRATION OPENS | | |
| 8:45 - 8:55 | INTRODUCTION | | |
| 9:00 - 9:55 | Quick and Easy WP.com Ben Pollock Classroom 111 | Relationship Marketing for Your Blog Kim Herrington Seminar Room | Why Your Design Sucks: Tips, Stats, and Psychology for Design Eric Huber Auditorium |
| 10:10 - 11:05 | Finding and Choosing a WordPress Theme TBA Classroom 111 | WordPress When You Mean Business Rebecca Haden Seminar Room | Using Data to Design Killer Experiences for Your User Dustin Williams Seminar Room |
| 11:20 - 12:15 | "Wow" with Plugins Paula Finch Classroom 111 | Blogging Journey Dr. Margaret Rutherford Auditorium | How I lost \$100,000, Mistakes Made by A Wordpress Developer James Lane Seminar Room |
| PM 12:15 - 1:15 | LUNCH - KEYNOTE WITH COTTON ROHRSCHEIB | | |
| 1:30 - 2:25 | Writing in Wordpress Jamie Smith Classroom 111 | Google Analytics Joseph Haden Auditorium | Sky's the Limit: A Content-First Approach to Responsive Design Sky Shabatura Seminar Room |
| 2:40 - 3:35 | Foundations of Google Analytics Joseph Haden Auditorium | Launching a Startup with WordPress Todd Jones Auditorium | WordPress Project Management & Agency Process Cotton Rohrscheib Auditorium |
| 3:50 - 4:45 | WP 101 Q&A Panel Classroom 111 | Oh the Places You'll Go Using SEO Valerie Cudnik Auditorium | How To Optimize Your WordPress Metadata Tate Barber Seminar Room |
| 5:30 - 8:00 | AFTER PARTY AT THE CHANCELLOR HOTEL, 70 N. EAST AVENUE, FAYETTEVILLE, AR | | |

Sunday August 3, 2014

Guru Gallery – Still have questions? Need some one-on-one help? This is the place for you. We will have Gurus standing by to help with the simple to the complex. Come by [The Belford Group, 1142 N Futrall Drive, Fayetteville, AR](#) from 10am - 1pm to hang out, offer and receive help.