



CONFERENCE PROCEEDINGS

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CONFERENCE SCHEDULE



FRIDAY, APRIL 7TH

4:00 - 4:45	Yoga Session [<i>Optional</i>] <i>with Dana Meske</i>	Francis Marion Room
5:00 - 6:00	Registration	Poinsett Veranda
6:00 - 7:00	Conference Introduction	Poinsett Ballroom
7:00 - 8:00	Dinner	Poinsett Ballroom
8:00 - 9:00	Keynote Address <i>with Dr. Andy Roark</i>	Poinsett Ballroom
9:00 - 9:45	Improv Comedy Alchemy	Poinsett Ballroom

SATURDAY, APRIL 8TH

7:00 - 8:00	Breakfast Buffet	Gold Ballroom
8:00 - 8:50	Brand Stories: Using Storytelling Techniques to Create a Great Veterinary Brand - <i>with Maurice Allin</i>	Gold Ballroom
9:00 - 9:50	Own Your Story Like A Boss <i>with Dr. Jessica Vogelsang</i>	Gold Ballroom
10:15-11:05	Workshop Session 1	
11:15-12:05	Workshop Session 2	
12:15 - 3:00	Lunch & Productivity Time	Gold Ballroom
1:00 - 1:45	Chair Yoga [<i>Optional</i>] <i>with Dana Meske</i>	Francis Marion Room
3:00 - 4:00	Workshop Review 1	Gold Ballroom
4:20 - 5:20	Workshop Review 2	Gold Ballroom
6:00 - ????	Dinner & A Night in Greenville	Poinsett Veranda

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CONFERENCE SCHEDULE



SUNDAY, APRIL 9TH

7:00 - 8:00	Breakfast Buffet	Gold Ballroom
8:00 - 11:00	Best practices/Return on Investment Discussion Groups	Gold Ballroom
11:15 - 12:05	Closing Remarks <i>with Dr. Andy Roark</i>	Gold Ballroom

WORKSHOPS

Write Like a Boss: Effective Blogging/Copywriting – Dr. Jessica Vogelsang
Card Room

Graphic Design for Social Media & Marketing – Dr. Caitlin DeWilde
Gold Ballroom

Mobile Video Production & Editing – Dr. Cody Creelman
Furman Room

Veterinary Consumer Strategy – Maurice Allin
Francis Marion Room

Elevate Your Practice with Strategy - Heather Prendergast RVT, CVPM
Gold Ballroom

Facebook Ads & Advanced Social Media – Danielle K. Lambert
Palmetto Room

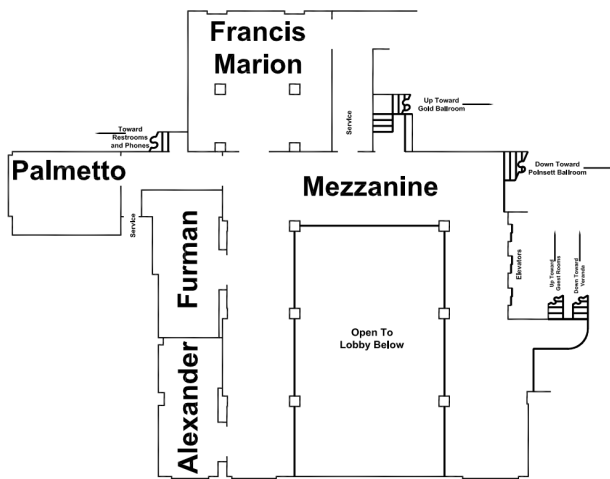
Marketing Distribution (SEO, Google Adwords & Getting Found) – Brandon Breshears
Alexander Room

Community Outreach & Client Loyalty – Summer Holmstrand-Irmiter, MBA
Gold Ballroom

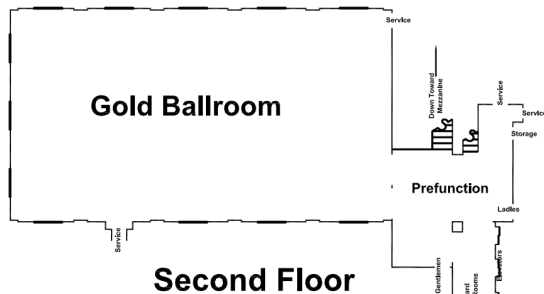
**All attendees will have the chance to attend 2 workshops at the live event, but all workshops will be recorded. They will be available online and on-demand for all registrants following the conference.*

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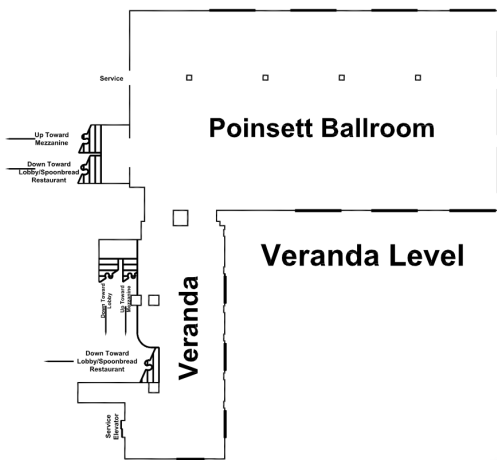
HOTEL MAP



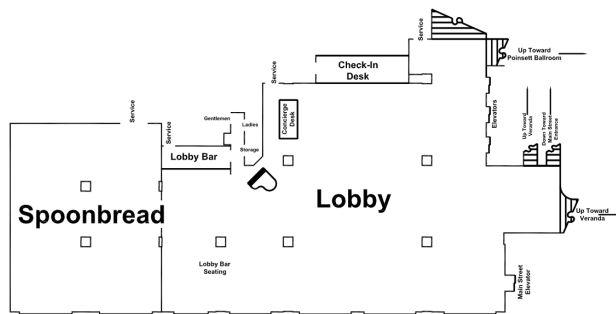
Mezzanine Level



Second Floor



Veranda Level



Lobby Level

Note: Card Room is located on street level.



EVENT MAP

SIP WINE & WHISKEY

103 N. Main Street



INK & IVY

21 E. Coffee Street



WESTIN®

HOTELS & RESORTS

120 S. Main Street

CAROLINA ALE HOUSE

113 S. Main Street



BRAZWELL'S PREMIUM PUB

631 S. Main Street



SMOKE ON THE WATER

1 Augusta Street



MEET THE INSTRUCTORS



DR. ANDY ROARK

Dr. Andy Roark is a veterinarian, international speaker, author, & media personality. He is the founder of both the Uncharted Veterinary Conference & DrAndyRoark.com.



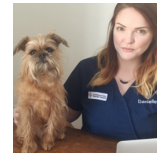
DR. JESSICA VOGELSANG

Dr. Jessica Vogelsang is a veterinarian and bestselling author, as well as the Editorial Director at DrAndyRoark.com.



DANIELLE LAMBERT

Danielle is the founder of SnoutSchool.com & the marketing director for DrAndyRoark.com & the Uncharted Veterinary Conference.



MAURICE ALLIN

Maurice Allin is the vice president of strategic insight at Quarry, a privately held marketing communications and advertising agency.



DR. CAITLIN DEWILDE

Dr. Caitlin DeWilde is a practicing veterinarian and founder of The Social DVM, a consulting firm dedicated to helping veterinary practices with their online presences.



DR. CODY CREELMAN

Dr. Cody Creelman is a managing partner of Veterinary Agri-Health Services. He consults & speaks on mobile technology & social media use in practice.



BRANDON BRESHEARS

Brandon is the host of the Veterinary Marketing Podcast, a weekly show that helps veterinary professionals attract, engage and retain clients through digital marketing.



SUMMER HOLMSTRAND-IRMITER

Summer is the Hospital Administrator for Adobe Animal Hospitals & Marketplace in Los Altos, California.



HEATHER PRENDERGAST

Heather is the CEO of Synergie Consulting. She is a Certified Veterinary Practice Manager (CVPM) and a Senior in Professional Human Resources (SPHR).



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