



Arkansas Women Bloggers Unplugged

Conference Schedule & Details

Twitter Hashtag: #AWBU



Friday, June 10

5:00 – 7:00p

Attendee arrival, registration, collection of medical forms, lodge check-in

7:00p – ?

Welcome, appetizers, drinks & getting to know one another around the campfire

Saturday, June 11

7:00a

Optional Early Bird Hike

8:00a

Breakfast (farm fresh eggs from [Willow Tree Creek Farm](#) & [The Park Wife](#) plus [Petit Jean Meats](#))

8:30a

Conference Kick-Off & Introduction to [Collective Bias](#)

9:00a

Session 1

- **Food Fantastic** – Julie Kohl of [Willow Tree Creek Farm](#)
Tips for food bloggers and writers, artistic styling, and guidance on posting food photos and recipes.
- **Capturing the Diverse Blog Reader** – Tomi Clark of [Three Boys and an Old Lady](#)
Looking to expand your readership and connect with various audiences? Learn from an expert!

10:00a

Session 2

- **Pulling Blog Topics Out of Thin Air** – LaTonya Richardson of [LaRich Media](#) (Stephanie)
When your muse has left the building and you're ready to purchase blog topics out of desperation.
- **Generating Traffic** – Jacqueline Woven of [Moxie Works](#) and [GoodWolve](#)
Learn how to effectively drive traffic and interest for your blog and grow your readership.

11:00a

Session 3

- **Blogging with Purpose & Social Good** – Fawn Rechkemmer of [Instead of the Dishes](#) and [Momcation](#)
Learn to help your blog find its higher calling and influence positive change.
- **Generating Traffic** – Jacqueline Woven of [Moxie Works](#) and [GoodWolve](#)
Learn how to effectively drive traffic and interest for your blog and grow your readership.

12:00p

Lunch & time to decompress

2:00p

Session 4

- **Maximizing Social Media** – Beth Stephens of [Ozark Natural Science Center](#) and [Carpe Diem Beth](#)
Ensure your blog is connected to social media tools such as Twitter, LinkedIn and TweetDeck.
- **Community Blogs – TBD (Collective Bias)**
Community blogs are big right now – could you launch one or improve your existing effort?

3:00p

Session 5

- **Blog Photography Panel**
Learn blog photography and styling tips from photographers ranging from professional to self-taught to novice.
- **Blogging 101** – Stephanie Buckley of [The Park Wife](#)
New to blogging or ready to launch your blog? A veteran will walk you through the basics - in layman's terms.

4:00p

Session 6

- **Blog Photography Panel**
Learn blog photography and styling tips from photographers ranging from professional to self-taught to novice.
- **Personal Branding** – The Mamas of NWA Motherlode
How to balance a consistent image, sincerity, grammar, professionalism, approachability and your unique, fun personality!

6:00p

Dinner followed by optional evening activities (guided night hike, inspirational craft activity, visiting around the campfire).

Sunday, June 12

8:30a

Final Session: The Social Fabric Community of Collective Bias, working with products, reviews and couponing – coffee & snacks)

10:00a

Brunch, Blogger Panel & Brainstorming Session (followed by evaluations and lodge check-out)

12:00p

Attendees depart by noon



OZARK NATURAL SCIENCE CENTER

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