



Welcome to  
'Sign In with SITE SoCal'!

Elevate the Experience!



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## Thank you to our Speakers:

- Mike McAllen-Grass Shack Events  
Topic: Podcasts: The Hows and Whys
- **Kirsty Spraggon, Speaker and Author**  
Topic: Why a Speaker is the Jewel in the Crown of Your Event
- Samantha Hosenkamp-Organik SEO  
Topic: How to Increase your Online Presence through Social Media
- Meg Gneiting-Positive Adventures  
Topic: How to *Elevate the Experience* in Leadership

**Webinar sign on or technical questions? Contact Catherine Jensen @ 952.649.2712**



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# Questions?

- Connection or technical questions?

Contact Catherine Jensen @ 952.649.2712

- **Any other questions during the Webinar?**

Contact: Geraldine Gatehouse @ 760.758.5522 or Meg Gneiting @ [meg@adventures.com](mailto:meg@adventures.com)



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# Podcasting



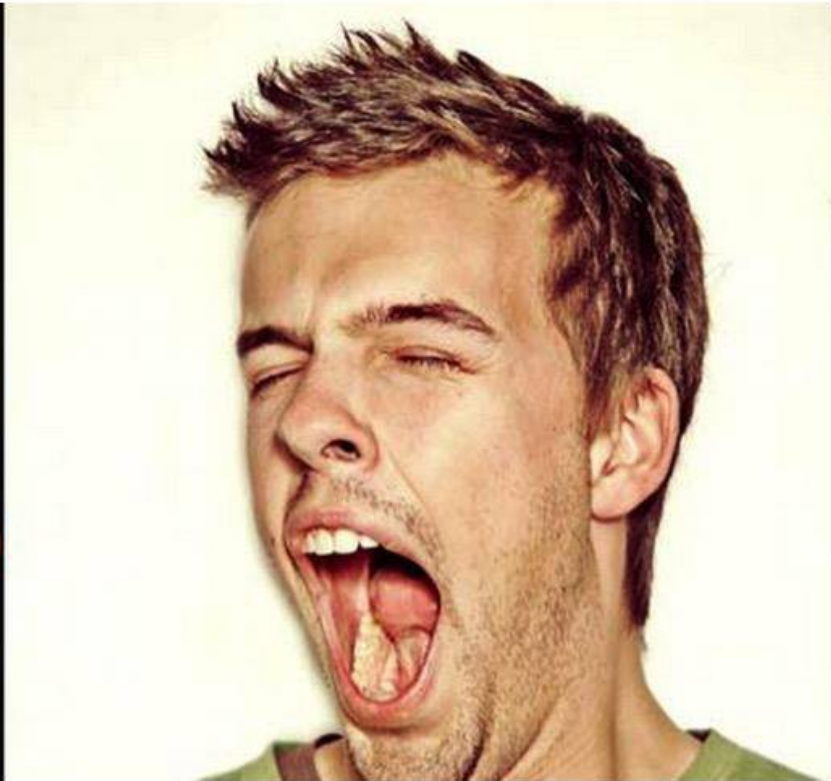
MIKE MCALLEN  
[GrassShackRoad.com](http://GrassShackRoad.com)

# What is Podcasting?



# Why Should I Care?

Why  
*should*  
I care?



# Who Listens?



# What Do I Need?





# Format of Shows



# Distribution



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GrassShackRoad.com @mmcallen

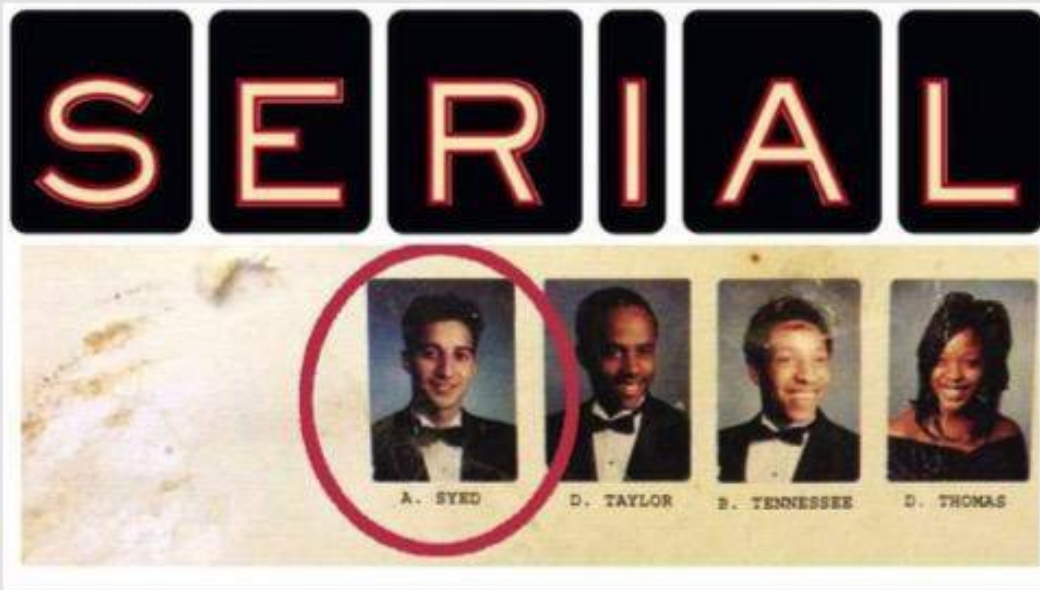
# Event Podcasts



## Event Podcasts



# Other Podcasts



Search iTunes or Stitcher

# For Events



Monday Night Football  
R45018 - Madison Podcast  
Monday Night Football studio idea  
Conceptual Rendering Only  
THE EXPO GROUP

# Questions



# More info.....



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# **Why A Speaker Is The Jewel In The Crown Of Your Event**

Kirsty Spraggon

Why A  
Speaker  
Matters...



How Do We Make Sure  
That Happens?



# Checking They Are A Good Fit...



**STREET  
CRED**

**QUALIFIED**



Do They  
Have What  
It Takes on  
Stage...



Lessons  
Learned

and ROI...

Stay In Touch

*Kirsty TV*



KirstyTV.com



KirstyTV



KirstyTV





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# Social Media, For The Win!

Presentation by Samantha Hosenkamp



# You Need A Strategy

My strategy for  
this conference call  
is to play dead.

someeCards



# The Persona Document

## Organik SEO Client Persona - TEMPLATE

This document is to be used to dive a little deeper into "who" the client is, and further determine their voice. This document can be used by all departments involved in the project. Client is also welcome to add to the document.

Client Name	
Business Location	

How long in business?	
-----------------------	--

Brief Summary	
---------------	--

### DEFINE CURRENT DEMOGRAPHICS

#### Female

Age Range	
Percentage	

#### Male

Age Range	
Percentage	

#### (Desired) Income Bracket

--

#### Direct Competitors

--

#### Desired Demographic (if applicable)

--

### PERSONA DEVELOPMENT

#### Woman

Name	
Age	
Occupation	
Marital Status	
Income Bracket	
Where do they live?	
What kind of car(s) do they drive?	
Hobbies	
Personal Style	
Travel? Where?	
Media Interests (T.V. shows, movies, events, books, magazines)	
Social Media channels this person might be on?	

### TOPICS DEFINED

#### Relevant Blog & Social Media Topics

--

#### The Voice

--

#### External resources for research (links to helpful websites)

--

# The 25% Rule

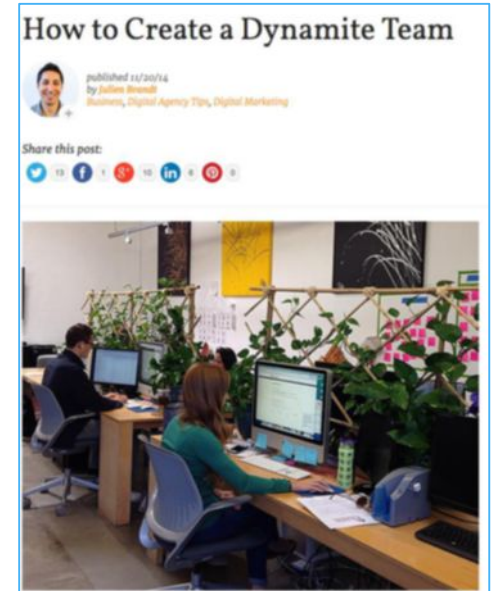
## Education



## Corporate Social Responsibility & Community



## Company Culture



## Industry Knowledge



# Content: Optimizing Your Blog Posts



**Tip:** Identify a primary search phrase for each post and make sure that phrase appears in the blog title, the title tag, and the blog content

## Why It's Good to Be Google Analytics Certified

I recently embarked on a journey to get Google Analytics certified and looking back a few weeks now, I realize it was important for reasons other than what I initially thought. I wanted to get the certification to better understand what I was looking at in the Analytics interface, but what I gained from it went far beyond basic usage. This is why it's good to be Google Analytics Certified: #1 You'll be able to connect the dots. – You ([read more](#))



by **Jenny Foster** on November 18, 2014  
in *Uncategorized*



# Educate and Entertain

 **Kriser's For Your Pet's All-Natural Life** shared New Leash On Life Animal Rescue's post.  
April 2 at 11:19am · 🌐

It's #AdoptablePetOfTheWeek time! This week we're highlighting multiple little loves that are looking for a forever home. If you're in the Los Angeles area, reach out to New Leash On Life Animal Rescue to learn more. And share with your friends!



New Leash On Life Animal Rescue added 5 new photos.

 **Kriser's For Your Pet's All-Natural Life** Like Page  
March 18 at 4:05pm · 🌐

Minnie is only slightly taller than the Stella & Chewy's and The Honest Kitchen bags of treats she's taking home!



## Natural & Healthy Pet Products | Kriser's

At Kriser's, we strive to help pets lead their healthiest and happiest lives by providing only carefully selected, natural food, treats, toys and merchandise, backed by outstanding education and service. Find out which products we offer.

[KRISERS.COM](http://KRISERS.COM)


Like · Comment · Share

Tip: Facebook favors blog content and videos

# Facebook Advertising

**Kriser's For Your Pet's All-Natural Life**  
Posted by Organik Farmer [?] · April 3 at 3:32pm · Edited ·

Happy (almost) Easter, Friends! Only select Kriser's stores are open this weekend, so please review our special store hours for those locations.  
We hope the Easter bunny is good to you!



**Select Kriser's Stores Open on Easter Sunday | Kriser's**  
Select Kriser's stores will have special Easter Sunday hours from 12 noon - 6 p.m. to take care of your natural pet food, treats and supplies needs this coming weekend. Check out the list below for the stores that are open closest to you....  
KRISERS.COM

335 people reached Boost Post

### Edit Audience

Make sure to save your edits once you're done.

**Name** Kriser's - Pets and events

**Location** Countries  
United States

**Age** 30 - 50

**Gender** All Men Women

**Interests**  
Petco PetSmart Whole Foods Market  
The Humane Society of the United States  
The Honest Kitchen  
+ Trader Joe's  
+ American Society for the Prevention of Cruelty to Animals  
+ Costco + People for the Ethical Treatment of Animals  
+ Wegmans

Delete Cancel Save

Tip: Target fans of competitors, your audience's interests and demographics



# My Contact Information



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# How to 'Elevate the Experience' in Leadership by Meg Gneiting

- What does it mean to Elevate the Experience?
  - Leadership Qualities + Finding your Role
    - Creating a Culture
    - What's your Quadrant?
    - **Your Call to Action**



# Creating a Culture

- Mission/Vision
- Core Values
  - What are they?
  - How do you live them?
  - Do you *believe* in them?
- **What are the small things you do each day to create a culture as a leader?**



# What's your Quadrant?

*Architect/Analyst*

**Driver**

Relationship Specialist

Spontaneous Motivator

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# Thank you!

@MegGneiting

Questions? Email:  
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Phone: 760-680-3298

[www.positiveadventures.com](http://www.positiveadventures.com)



**site** Southern  
California



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