



AHP REGIONAL WORKSHOP LEXINGTON

October 15, 2018 ~ 8:45 am to 4:00 pm

The Club at UK's Spindletop Hall, Lexington, Kentucky

3414 Iron Works Pike, Lexington, Kentucky 40511

The No-Nonsense Guide to Social Media

*Is social media killing publishing? No. Social media *is* publishing. You just have to reframe how you think about it.*

Who Should Attend

This workshop is for AHP members who work in the equine publishing media industry or own an equine-related business brand or service. Participants should have a moderate level of social media skills.

What the Workshop Covers

Award-winning digital strategist and best-selling author **Jason Falls** will present a one-day social media marketing workshop for AHP members focused on both teaching the ins and outs of smart social media marketing, but also how you can leverage social media tools, tactics and talents to vie for viewers, readers and advertising dollars.

About the Speaker

JASON FALLS is a leading digital strategist, author, speaker and thinker in the digital and social media marketing industry. His strategies and ideas have touched iconic brands including AT&T, Valvoline, Buffalo Trace, Humana, Rawlings, Maker's Mark, Tempur-Pedic, Fireball Whisky, Trident, GM and more.

Falls is an innovator in the conversation research segment of social analytics and founded the Conversation Research Institute which mines online conversations for consumer insights for businesses of all sizes. An award-winning strategist and widely read industry pundit, Falls has been noted as a top influencer in the social technology and marketing space by *Forbes*,

Entrepreneur, *Advertising Age* and others. He is the co-author of two books: *No Bullshit Social Media: The All-Business, No-Hype Guide To Social Media Marketing* (Que 2011), and *The Rebel's Guide To Email Marketing* (Que 2012). Falls is also noted for founding SocialMediaExplorer.com, one of the industry's most widely read blogs.



He currently leads digital and social strategy for Cornett, a full-service ad agency in Lexington, Ky.

One-Day Workshop Schedule

8:15 am Registration

8:45 am Welcome

9:00 am Why Social Media

How we got here and why it is necessary for business and publishing.

Social Media Strategy

How mainstream brands are approaching this new segment of marketing communications strategically; How equine media and businesses can capitalize on these strategies; What changes you need to make; and How to drive social media strategies to excel in a social-first world.

9:45 am Social Media Activation

From the tools to the tactics to the talent, what do you need in order to do social media the right way? What should you invest in? What shouldn't you invest in? What are publishers and businesses doing and not doing that consumers respond to? What else is possible?

10:30 am Beverage Break

10:45 am Paid Social Media

The all-important monetization channel of social media is quite the conflict for some publishers and the brands they sell to. No longer can it be a value-add. Now, it is primary real estate. We'll discuss the brand and agency perspective on publishing opportunities, pricing and challenges, as well as ways publishers and businesses can entice more sales with growing digital and social channels.

12:00 pm Lunch Buffet

1:00 pm Let's Talk Networks

We'll take a more granular look at specific social media networks and how brands are leveraging them successfully to engage and convert customers. Whether it's Instagram stories or LinkedIn groups, there are several opportunities for publishing media to do what

they've always done – build audiences around content – and for businesses to tap into the publishing media as a resource – to create content in new compelling ways, ripe for the picking.

2:00 pm Beverage Break

2:15 pm Evaluating Your Social Media Success

We'll tie it all together by looking at the daunting question of social media ROI (Return on Investment) and how approaching measurement with a plan can not only answer the question, but set direction and guide decision-making.

3:15 pm Wrap Up & Open Q&A

Review actionable plans and ideas you can start tomorrow

THE VENUE:

THE CLUB AT UK'S SPINDLETOP HALL

The history of Spindletop Hall is interesting and horse-related. After her husband, Miles Frank Yount's death, Mildred (Pansy) Yount chose Kentucky as the place she would start anew with her stable of American Saddlebred horses. Established in 1935, construction of Spindletop Hall took two years to complete at a cost of one million dollars. Mrs. Yount deemed the house to be a showplace of Kentucky, a modern mansion of classical architecture. For additional information on the history of Spindletop Hall, visit <https://www.spindletophall.org/history>

The AHP Regional Workshop will be held on the second floor in the Manion Suite, a two room suite that includes its own spacious bathroom.

The Club at UK's Spindletop Hall is located at: 3414 Iron Works Pike, Lexington, KY 40511. Parking is complimentary.

Direct registration questions or if you need assistance registering to Chris Brune at ahorsepubs@aol.com or Judy Lincoln at ahorsepubs2@aol.com.