



Marketing Muse 2019 Conference Schedule*

Time	Track A: Beginner	Track B: Intermediate	Track C: Advanced
8:45 - 9:00	Welcome and Overview		
9:00 - 9:30	Get to Know your Faculty - Priorities, Audiences, and Resources: Faculty MarComm Teams		
9:35 - 10:10	Marketing on a Budget	Digital Trends for 2019+	How to Ensure Your Campaigns Can Reach a Government Audience
10:15 - 10:50	Legalities, Licensing and Must dos (photo permission, copyright, CASL, AODA)	Branding and Design Trends	Google Ads and Keywords with a Kick
10:50 - 11:05	Snack Break		
11:05 - 11:40	Organic Social Media	Marketing to Support EDII in Recruitment	Understanding your Google Analytics
11:45 - 12:20	WebPublish Tips and Tricks	Alumni Newsletters	Writing for the Gazette
12:20 - 1:20	Lunch: Keynote > Writing Killer Content: Graeme Owens (LinkedIn)		
1:20 - 1:55	Working on your Program Reputation	Writing a Memorable Speech	Conducting Focus Groups
2:00 - 2:35	Webinars that Work	Media Relations Training	Integrated Communications Plans and Campaigns: What, Why, and How To...
2:35 - 2:50	Snack Break		
2:50 - 3:25	Role of Colours and Numbers in International audiences	Know your Audience	Unconscious Bias
3:30 - 4:05	How First Years Make Their Program Plan Choices	5 Things Your Website Should Be Doing	Videos 101
4:05 - 4:20	Takeaways and Prizes		

*please note that this schedule is still being finalized and sessions are subject to change