



## Technology Conference & Business After Hours

Thursday, July 17<sup>th</sup>  
at the  
Bedford Elks Country Club

*Don't miss the Chamber's 4<sup>th</sup> Annual Technology Conference, Thursday July 17<sup>th</sup> at the Bedford Elks Country Club. Our member tech-xperts are joining forces for a full day of valuable information to benefit your business! From online and social media to website video enhancements to the latest in Cloud/IT technology – there is something for everyone.*

*Cost is \$25 for Chamber members (\$35 for not-yet members) and includes coffee and pastries, beverage service throughout the day, door prizes, lunch and admission to Business After Hours hosted by the Bedford Elks Country Club. Register today by calling 814-623-2233.*

### CONFERENCE SCHEDULE

**8:30-9:00 a.m. – Registration, Coffee & Pastries, Cold Beverages**

**9:00 a.m.** Featured Morning Presentation (breaks will be incorporated into this session.)

*Online Marketing & Social Media for Business*  
presented by:



When it comes to creating the perfect marketing mix for your business that includes traditional marketing and online marketing, look no further than this featured Tech Yeah! morning session. Join us as we teach businesses how to incorporate a successful online marketing strategy into their print, TV or radio advertising, events, and more.

An integrated online marketing strategy utilizes social media, website, search engine optimization and ensures those strategies not only complement each other, but also complement your other marketing.

Learn what works and doesn't work for social media platforms like Facebook and Twitter, get tips that you can implement right away, hear the elements needed to drive traffic to your website, and see how other companies in Central PA have made online marketing an important part of their business model.

**12:30 p.m. – Working Lunch**

**1:00 p.m. - *Introduction to Online Broadband & Technology Training Program***  
**Presented by: Southern Alleghenies Planning & Development Commission**



The Southern Alleghenies Planning and Development Commission (SAP&DC), with support from the Commonwealth of Pennsylvania and economic development agencies, has officially launched the Pennsylvania Online Broadband & Technology Training (OBTT) Program, which offers free online training courses throughout the Commonwealth. With more than 100 free courses and 500 educational videos to choose from, there is something new for everyone to explore. Course topics include Online Marketing; Website Development; Cloud Computing; Quickbooks; Microsoft Applications including Word, Excel, Outlook, PowerPoint and Access; Business Skills; Project Management; and more. Program registration and a brief tutorial for navigating courses will be given at the end of the presentation.

**1:30-2:15 p.m. – *The Value of Video – Enhancing your Internet Image***  
**Presented by: Wix Pix Productions**



If a picture is worth a thousand words, a video is worth a million! Using video as part of your online presence is not only valuable, it is vital in today's multi-media business environment. You Tube is the second largest search engine in the world, so imagine the contacts you may be missing by not being part of this enormous video community. Becky Wicks of Wix Pix Productions will discuss the value of video in enhancing your website, as well as emails, social media offerings and more. If you are on the internet, no matter what your business, you need video.

**BREAK**

**2:30-3:15 p.m. – *The Freedom to Do Business Anywhere***  
**Presented by: Verizon/Freedom Wireless**



We all know that business doesn't stop when we walk out of the office. It is more important than ever to be connected – to your clients and customers, co-workers, vendors and family. The experts at Freedom Wireless show you tips and tricks to do business anywhere using the latest smart phone and tablet technology - safety, security and convenience...making your business better!

**BREAK**

**3:30-4:30 p.m. – *Enabling workforce mobility – Leveraging Next Generation Unified Communications & Cloud Based Applications to Maximize Productivity***  
**Presented by: UDNI (United Datacom Networks, Inc.)**



The words “cloud” and “mobility” mean many different things to different people. But what should it mean to the small and medium business (SMB) space? How can my employees stay productive and available anytime from anywhere? Is mobility simply a smartphone and tablet for basic email, calendar and internet? Or is there more? Can my mobile devices be turned into powerful tools that give users access to the same telephone, voicemail, instant messaging, productivity applications like Word, Excel, Publisher? What about my business accounting applications like QuickBooks or other specific market vertical applications that your users need

every day? Finally, can I access my documents, spreadsheet and other file server information from anywhere, anytime on any device? The experts from United Datacom Networks Inc. from Altoona, PA, Drew Miller, Marketing Specialist and Clyde Zimmerman, Senior Vice President will present specifics on what mobility and cloud computing mean to the typical SMB today. They will answer the questions asked above while also addressing security, backup and disaster recovery concerns. Attendees will have an excellent grasp of how to permit the employees in the small and medium business space to be fully productive from anywhere, anytime on any device while using all the applications you have used in the past!

### **The market**

An investigation into the current state of the enterprise mobility market and what the future holds in store.

- Market Size
- Market Share
- Market Trends

### **Why mobility matters**

An overview of the powerful capabilities and enhanced work/life benefits that are possible by harnessing this revolutionary shift in technology.

- What Enables this Technology
- Features and Functionality
- Delivery Methods

### **What is Unified Communication and how does it improve productivity?**

A focused look into this specific mobility solution.

- Key Elements and Technologies
- Features and Functionality
- Benefits and Use Cases

### **Cloud services and mobility**

An in depth review of the role that cloud computing is playing with enterprise mobility.

- Key Elements and Technologies
- Features and Functionality
- Benefits and Use Cases

### **How to leverage UCS & cloud mobility services to offer the workforce a complete solution**

With the consumerization of IT becoming the norm among enterprises it is critical to have an understanding of how to integrate mobility into your existing IT strategy.

- Identifying needs and assessing goals, objectives and outcomes
- Building a technology roadmap
- Choosing the right technology integrator

**4:30 p.m. – Q&A and Door Prize Drawings**

**5:00-7:00 p.m. – Business After Hours hosted by the**



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