

modecommunications.net



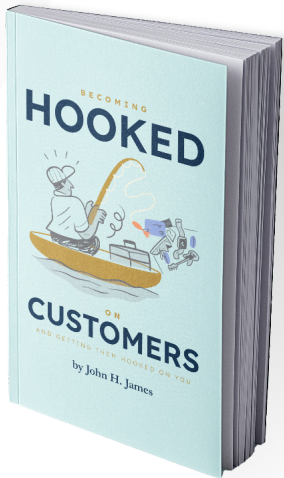
You'll Walk Away With:

- A clear resonant message for your customers.
- Simplified actionable marketing strategies.
- A customized marketing plan for your business.
- The confidence to connect and grow your brand.
- Having enjoyed a productive day, lunch & breaks included.

Featuring:



**John H. James**  
CEO at MODE Communications  
John James leads the award-winning marketing firm MODE Communications and is author of Hooked on Customers.



PROGRAM OVERVIEW

- 8:00 a.m. - 8:30. a.m.  
Check In & Networking
- 8:30 a.m. - 9:20 a.m.  
Why Are You In Business?  
John H. James, MODE Communications
- Morning Break (10 mins)
- 9:30 a.m. - 10:10 a.m.  
Who Is Your Customer?  
Artist King, Second Story CoWorking
- Morning Break (10 mins)

- 10:20 a.m. - 11:00 a.m.  
Crafting Your Marketing Message  
Jay Whitlow, Whittalk Creative
- Morning Break (10 mins)
- 11:10 a.m. - 11:50 a.m.  
Positioning & Channel Strategy  
Jose Goana, Red Pixel Marketing  
Tatum Hubbard, Chief of Staff at UTPB
- 12:00 p.m. - 1:00 p.m.  
Lunch & Podcast: "Get Seen, Get Heard"  
Ryan Shewchuk, Best of Midland Podcast  
& Krys Atwater, Former YELP CM
- 1:10 p.m. - 1:50 p.m.  
Breakout Session I (Choose One)  
1. Digital Marketing Essentials  
Burkes Young, First Alert 7, GDM Gray Digital Media  
2. Social Media - How to.  
Javier Castro & Iris Moreno, MODE
- Afternoon Break (10 mins)
- 2:00 p.m. - 2:40 p.m.  
Breakout Session II (Choose The Other One)  
1. Digital Marketing Essentials  
Burkes Young, First Alert 7, GDM Gray Digital Media  
2. Social Media - How to.  
Javier Castro & Iris Moreno, MODE
- Afternoon Break (10 mins)
- 2:50 p.m. - 3:40 p.m.  
"Finishing Strong: Going from Worst to First"  
Jose Goana, Red Pixel Marketing,  
John James, MODE & Krys Atwater former YELP CM
- 3:40 p.m. - 4:00 p.m.  
Wrap Up - John H. James

OUR GUEST SPEAKERS



**Artist King**  
CEM, Second Story CoWorking  
Artist King is dedicated to fostering connections and a vibrant workspace culture.



**Jay Whitlow**  
Life Architect | Author & Podcast Host  
Jay Whitlow Fosters transformation through purpose-driven ventures and storytelling.



**Jose Goana**  
CEO at Red Pixel Marketing  
Jose Goana is an award-winning journalist who led CBS 7 to #1 in news ratings.



**Ryan Shewchuk**  
Host of 'Best of Midland Texas' Podcast  
Ryan Shewchuk has 20+ years of expertise in digital marketing.



**Krys Atwater**  
Executive Director at Thriving United  
Krys Atwater, pioneered the Community Manager role at YELP.



**Burkes Young**  
First Alert 7, GDM Gray Digital Media  
Burkes Young is a marketing expert with 21 years in tech startups and software services.



**Tatum Hubbard**  
Chief of Staff UTPB  
Tatum Hubbard, Chief of Staff at UT Permian Basin, is a former award-winning CBS7 anchor.

March 27th | 8:00 AM - 4:00 PM  
Bush Convention Center, Midland, TX

