



Saturday, January 28
JIS Talks Room 122

12:15 PM - 1:15 PM	The How, Why & ROI of Digital Marketing <i>Technology Therapy</i>
1:30 PM - 2:30 PM	How To Get People To Rave About You & Attract New Customers <i>Yelp</i>
2:45 PM - 3:45 PM <i>*Session in Spanish</i>	How to Increase Your Sales With Inbound Marketing <i>HubSpot</i>
4:00 PM - 5:00 PM	#Trending Going Global with Jewelry Panel <i>JCKOnline.com & JCK Magazine, Lovefashionandfriends.com, Oh My Dior!</i>

Sunday, January 29
JIS Talks Room 122

11:00 AM - 12:00 PM	Social Media Selling 101 <i>Luxury Brand Marketing</i>
12:15 PM - 1:15 PM	WJA Industry Association Discussion
1:30 PM - 2:30 PM	Why Great Companies Die (And Why Yours Doesn't Have To) <i>HubSpot</i>