

# INBOUND.2014

## **INBOUND Content Agenda**

8:30-9a	Welcome & Introduction to Content
9-9:45a	Buyer Personas
9:45-10:30a	Buyers Journey
10:30-10:45a	Break
10:45-11:30a	Content Audit
11:30-12:30p	Content Creation
12:30-1:30p	Lunch
1:30-2:15p	Repurposing Content
2:15-2:30p	Break
2:30-3:15p	Content Promotion
3:15-4p	Content Analysis
4-4:15p	Break
4:15-5p	Content Calendar
5-5:15p	Wrap up & close