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NEW ENGLAND SOCIETY OF  
**ASSOCIATION EXECUTIVES**

*Your Road to Professional Development*

# Technology Conference

Microsoft Research Center, One Memorial Drive, Cambridge, MA

Friday, March 25, 2011

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# AGENDA

7:00 AM - 8:00 AM	<b>Exhibitor Setup</b>
8:00 AM - 9:00 AM	<b>Registration, Breakfast, Visit Exhibits</b>
9:00 AM - 10:15 AM	<b>Emerging Trends in Association Technology</b> <i>Reggie Henry, CIO, ASAE</i>
10:15 AM - 11:15 AM	<b>Hands on Exhibits</b>
11:15 AM - 12:15 PM	<b>CONCURRENT BREAKOUT SESSIONS</b> <b>Build Profitable Online Learning for Your Small Staff Association...and Keep it Simple</b> <i>Dave Will, Chief Peach, Peach New Media, Michael R. Banville, MS, CAGS, VP of Business, Product &amp; Service Development, Mass-ALFA</i> <b>Social Media: What's Working for Today's Associations?</b> <i>Moderator: Anne Doherty Johnson Panelists: Bradley A. MacDougall, Associate VP for Government Affairs, Associated Industries of Massachusetts (AIM), Lauren Burm, Director of Public Advocacy, MA Association of 766 Approved Private Schools, Linda J. Guild, CAE, CEO, The Guild Associates, Inc.</i> <b>Getting Strategic About Technology for Your Association</b> <i>Reggie Henry, CIO, ASAE</i>
12:15 PM - 1:30 PM	<b>Networking/Lunch/Continuation of Exhibits</b>
1:30 PM - 2:45 PM	<b>CONCURRENT BREAKOUT SESSIONS</b> <b>Excel/Word/Outlook - Hands On Session</b> <i>Speaker from Microsoft</i> <b>Managing Your Association's IT Costs</b> <i>Moderator: Donna Gurnett, PRRI Panelists: Bonnie Cooper, Technical Portfolio Manager, Massachusetts Medical Society, Viyas Sundaram, Regional VP, Sales, mindSHIFT Technologies</i> <b>Maximizing and Measuring the Impact of Your Association Online</b> <i>Alex Langshur, CEO, Public Insight and Member, Web Analytics Association</i>
2:30 PM - 2:45 PM	<b>Break</b>
2:45 PM - 4:00 PM	<b>GENERAL SESSION</b> <b>Leveraging Linked In to Grow Your Network and Your Membership</b> <i>Diane Darling, Effective Networking</i>
4:00 PM - 5:00 PM	<b>Networking Reception and Door Prizes</b> Put your new networking skills into practice, share today's insights with colleagues and make valuable connections for the year ahead. While you enjoy a quick beverage, we'll wrap up the day with some drawings for some great door prizes.
5:00 PM	<b>Adjourn</b>

## KEYNOTE

### Emerging Trends in Association Technology

*Reggie Henry, CIO, ASAE*

Join Reggie Henry, CAE, Chief Information Officer at ASAE as he discusses the top trends in technology and their implications for associations. Learn what ASAE and other organizations are doing in these areas.



Reggie Henry joined ASAE/The Center in November of 1994. His responsibilities are to implement "exemplary" systems at ASAE that can

serve as a model to the rest of the association community and to "ratchet-up" the use and understanding of technology among ASAE members.

Mr. Henry speaks regularly on technology and strategy issues. Some of his most recent speaking engagements include the 2010 ASAE/Center Great Ideas Conference, 2010 NAIOP Chapter Leadership and Legislative Retreat, 2010 National Association of Secondary School Principals Leadership Meeting, 2010 National Association Users Group Annual Meeting, 2010 U.S. Chamber of Commerce Institute Program. In 2009 he was invited by the Secretary of Smithsonian to participate in Smithsonian 2.0, a Gathering to Re-Imagine the Smithsonian in the Digital Age.

### Getting Strategic About Technology for Your Association

*Reggie Henry, CIO, ASAE*

Does your association have a technology roadmap for the future? Hear some lessons learned ASAE and today's leading associations.

## Build Profitable Online Learning for Your Small Staff Association...and Keep it Simple

*Dave Will, ChiefPeach, Peach New Media, Michael R. Banville, MS, CAGS, VP of Business, Product & Service Development, Mass-ALFA*

Despite the size of your association, you can offer your members educational content in new and interesting ways. Hear some case studies on how some associations are adding successful online learning offerings.

You will learn to:

- » Unearth valuable content and convert it to revenue quickly with limited resources
- » Maximize automation and minimize the need for staff time
- » Enhance members' learning experiences by blending new media and social media

## Social Media: What's Working for Today's Associations?

*Moderator: Anne Doherty Johnson*

*Panelists: Bradley A. MacDougall, Associate VP for Government Affairs, Associated Industries of Massachusetts (AIM), Lauren Burm, Director of Public Advocacy, MA Association of 766 Approved Private Schools, Linda J. Guild, CAE, CEO, The Guild Associates, Inc.*

Is your association on LinkedIn, Facebook, YouTube and Twitter? How are you using these tools to advance your mission, run grassroots campaigns, market events and increase member professional development? Join us for a moderated discussion on best practices and tips from associations large and small.

## Excel/Word/Outlook - Hands On Session

*Speaker from Microsoft*

Unleash the powerful potential of software programs you already use to do your job better and faster. Learn tips and tricks that will save you and your staff time and money and help you better explain the mission of your organization and run it more effectively. With most people using only a portion of the features of these tools, you'll gain great takeaways.

## Managing Your Association's IT Costs

*Moderator: Donna Gurnett, PRRI*

*Panelists: Bonnie Cooper, Technical Portfolio Manager, Massachusetts Medical Society, Viyas Sundaram, Regional VP, Sales, mindSHIFT Technologies*

Associations today have more choices than ever in association management systems and vendors and outside consultants. Learn how various associations are approaching these challenges and what choices work best for them.

## Maximizing and Measuring the Impact of Your Association Online

*Alex Langshur, CEO, Public Insight and Member, Web Analytics Association*

More than ever, association and non-profit professionals need to be able to demonstrate impact and value for money given ever tightening budgets and an increased focus on outcomes. The good news is that the tools and approaches to help you do so keep getting better. Have you managed or been asked to evaluate the impact from a membership campaign? Do you want to be able to demonstrate effectiveness and measure the value of your online investments? Are you looking for better metrics than simply reporting visits or page views? Would you like to know how different target audiences respond? Are you unsure how to measure and report on the campaign outcomes?

If any of these questions resonate with you, join us as we present a best practices session on how to use web analytics to measure all your online activities (social, mobile, web, e-mail, video, etc.).

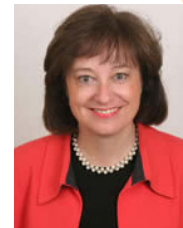
We will focus on simple, practical tips that you can use right away, such as:

- » Knowing enough to be dangerous: a primer on web analytics and search optimization
- » How to develop an online measurement framework;
- » Tips on how to evaluate performance of the marketing initiative;
- » Reporting results that make senior management take notice.

## Leveraging Linked In to Grow Your Network and Your Membership

*Diane Darling, Effective Networking*

A professional speaker and the author of two books on networking published by McGraw Hill, Diane Darling of Effective Networking will walk you through the steps you need to take to fully leverage LinkedIn for membership development and retention for your association. She will also review how you can use the same networking tips to enhance your professional network.



As principal consultant for Effective Networking, Inc., **Diane Darling** founded the company on the premise that

everyone can learn to network, they just need to find their own style.

Combining interactive training, strategic planning and an exploration of the natural fears of networking, Darling demystifies the process by providing techniques that can be immediately implemented.

McGraw-Hill commissioned her to write the definitive book on networking called The Networking Survival Guide which was published in April 2003 and went into a 2nd printing just 90 days after the book hit the shelves. The book has been translated into Korean and Taiwanese. In 2005, McGraw-Hill published her 2nd book, Networking for Career Success which has since been translated into Chinese, Japanese, Indonesian, Portuguese and Thai.

Anyone Attending/  
Following Our Technology  
Conference, the hashtag  
is #NESAEtech



# Microsoft New England Research & Development Center

One Memorial Drive, Cambridge, MA

## DIRECTIONS

For directions to the NERD, please visit: [microsoftcambridge.com/directions](http://microsoftcambridge.com/directions).

## PARKING

Limited parking for external guests is available in the building of One Memorial Drive. Daily parking is a flat rate of \$27 and evening/weekend parking is \$10. Public transportation is encouraged.

## PUBLIC TRANSPORTATION

On the MBTA (the "T"), take the Red Line to the Kendall Square/MIT stop.

## ALTERNATIVE AREA PARKING GARAGES

### Standard Parking

1 Broadway, Cambridge, MA

### Standard Parking

241 1st Street, Cambridge, MA

### Central Parking Systems

10 Cambridge Center, Cambridge, MA



## Say Cheese!



At this year's Technology Conference, Diane Darling will be discussing the use of **LinkedIn** for networking.

Many people do not have their picture on **LinkedIn** because they don't have a professional head shot that they like. We will be offering all NE/SAE member attendees the opportunity to get a complimentary high quality head shot taken by David Fox, Photographer!

All registrants will be e-mailed a link to sign up for a time slot.



Questions?

Call (978) 250-9847, or e-mail [info@nesae.org](mailto:info@nesae.org)

# REGISTRATION

Friday, March 25, 2011

Microsoft New England's Research Center, One Memorial Drive, Cambridge, MA

## PERSONAL INFORMATION

- The information provided on this registration form will be published in the conference attendance list handed out on site. Please check here if you do not want your information published in the conference attendance list.
- Check here if you have a disability and may require accommodations to fully participate. You will be contacted by the NE/SAE office.

Dietary restrictions: \_\_\_\_\_

## CONTACT INFORMATION

Name: \_\_\_\_\_

Pro. Designation: (ie: CAE) \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## REGISTRATION INFORMATION (After March 11th, add \$50)

Member: \$150.00

Nonmember: \$225.00



## HOTEL INFORMATION

**Hyatt, 575 Memorial Drive, Cambridge, MA 02139**

If you need an overnight room call **Chris Hemming**, Sales Manager at the Hyatt at **(617) 441-6524** and he will arrange for a room at our group rate of **\$99**.

*Thank you for registering!*