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NEW ENGLAND SOCIETY OF
ASSOCIATION EXECUTIVES

Your Road to Professional Development

2012 Technology Conference

Embassy Suites Hotel, 550 Winter Street, Waltham, MA

Friday, March 30, 2012

ne/sae

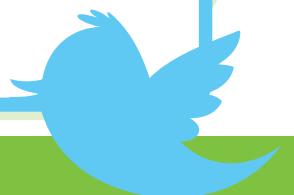
TIME	TOPIC/SPEAKER
7:00am – 8:00am	Exhibitor Set up
7:30am – 8:30am	Registration, Breakfast, Visit Exhibits
8:30am – 9:45am 	<p>GENERAL SESSION MANAGING YOUR DATA AND FINDING THE GOLD <i>Wes Trochil, President of Effective Database Management</i></p> <p>Data is great, if you know how to use it. In this engaging keynote session, you'll learn how to manage your association management software (AMS) and leverage your current data to enhance marketing and communications efforts for your membership, events, and other products and services. You'll hear how other associations have used their databases to improve customer service, increase marketing effectiveness, and advance their organization's mission. You'll hear real-life case studies of associations that have made data collection improvements without breaking the bank; you'll take a self assessment to determine if you're maximizing your association's data; and you'll learn to manage your data efficiently to achieve membership, communication and event success. Manage your data right and you'll find the gold!</p> <p><i>Wes Trochil is president of Effective Database Management, located in Hamilton, VA. For more than two decades, Wes has worked in and with over a hundred associations, non-profits, and membership organizations throughout the U.S., ranging in size from three staff to over 700. In that time Wes has provided a range of consulting services, from helping organizations select and implement data management systems, to using the database and data for improved marketing, communications, and advancing the organization's mission.</i></p> <p><i>Wes is a member of ASAE and the Center for Association Leadership, where he serves on the Consultants Section Council. He is past Chair of the Membership Section Council and also served on the Technology Section Council. He is a member of the Society for Advancement of Consulting.</i></p>
9:45am – 10:30am	Break & Visit Exhibits
10:30am – 11:30pm 	<p>BREAKOUT SESSION COMPETING WITH FREE <i>Dave Will, Peach New Media, Chief Executive Peach</i></p> <p>There has been a great deal of discussion around the distinction between information transfer and true learning. Many refer to webinars and webcasts as online learning when in fact, this session will challenge that misconception. Information transfer and learning are not the same thing, but most are challenged with ideas on how to improve the online learning process. Following the concepts in Dr. John Medina's book, "Brain Rules", we will engage session participants while designing a true online learning program consisting of on-demand content, community interaction and live events. The audience will provide their ideas and the presenters will facilitate a discussion led by examples of some real world online-learning successes including the award winning Illinois State bar Association's Virtual Coffeehouse model.</p> <p><i>Dave Will is Chief Executive Peach of and Co-founder Peach New Media. He lives on the south shore of Boston and is a marathon runner. When Dave isn't running or chasing his 3 little boys around the beach, he's focused on the future of Peach to ensure they continue to help their 250+ clients tell their stories online.</i></p> <p><i>Peach New Media is an online learning media company focused on helping organizations share their stories and transfer knowledge. Peach manages virtual study groups, webinars, social webcasts, learning management systems and knowledge communities coupled with professional services to ensure a well choreographed learning program.</i></p>
10:30am – 11:30pm 	<p>BREAKOUT SESSION YOUR REPUTATION PRECEDES YOU! IS THE BATTLE FOR THE INBOX LOST BEFORE YOU HIT SEND? <i>Greg Robinson</i></p> <p>Learn the basics of email deliverability and reputation in this session designed for both technical and non-technical membership professionals in charge of external email communications. Discover how technology can influence email deliverability and walk away with a toolkit to help you transform your sender practices and reputation, ultimately achieving better delivery rates.</p> <p><i>As Deliverability Manager at Informz, Greg Robinson oversees all client abuse and deliverability inquiries, maintains relationships with ISPs and anti-spam entities and enforces anti-spam policy. Robinson educates clients on best practices and strategy, working to correct existing and avoid future delivery issues to maximize deliverability rates.</i></p>

11:30am – 12:30pm	Networking/Lunch/Continuation of Exhibits
12:30pm – 1:30pm 	<p>BREAKOUT SESSION SELECTING A NEW ASSOCIATION MANAGEMENT SOFTWARE SYSTEM (AMS) <i>Wes Trochil, President of Effective Database Management</i></p> <p>Selecting a new association management system is a tedious task and can be fraught with pitfalls. With so many choices available, how do you know which product is right for your organization? Discover a time-proven process for helping you identify which association management system will serve you best. Determine what your organization needs, how to prioritize those needs, how to review the products available, and how to select the right system. Walk away with solutions to these issues and more faced by small to medium-sized associations (particularly those associations under 25 staff or \$5 million budget.)</p>
12:30pm – 1:30pm 	<p>BREAKOUT SESSION OPTIMIZING SOCIAL MEDIA AND YOUR WEBSITE TO ADVANCE YOUR GOALS <i>Jeanne Hopkins, Vice President of Marketing, HubSpot, Inc.</i></p> <p>Managing your association’s digital presence is more important than ever. Two key components are your website and social media. An optimized website can help you attract more members and sell more event registrations and member services. It can also provide added value to your members and help with retention. A solid social media presence can help enhance all these efforts and advance your overall mission. In this session, you will learn ways to use the latest Web 2.0 techniques and tools to improve your communications, strengthen your brand and better meet the needs of your members.</p> <p><i>As VP of Marketing, Jeanne works with an awesome HubSpot team (code name: TOFU for Top of Funnel and MOFU for Middle of the Funnel activities) that generate 45,000+ new leads each month via organic and paid demand gen programs. She loves participating on the Small Business and International business management teams, plus leading the Content Camp team of inbound marketing experts. Jeanne holds an accounting degree from Western New England College (love those spreadsheets!) and an International MBA from Sawyer School of Management, Suffolk University. She is accredited by a bunch of marketing associations (just because she likes to take tests) and has won numerous marketing awards over the years. Most recently, Jeanne was named one of the 2011 Top 20 Women to Watch in Sales Lead Management.</i></p>
1:30pm – 2:00pm	Break & Visit Exhibits
2:00pm – 3:00pm 	<p>GENERAL SESSION CLOUD COMPUTING AND A FEW OTHER TECH TRENDS <i>Garry Polmateer, CAE - Principal of Red Argyle</i></p> <p>Helping to unravel the mystery around “Cloud Computing”, learn what cloud computing is and what it means to your association. We’ll discuss how cloud computing interacts with the greater IT landscape. Draw some parallels with current cloud applications you probably already use, and discuss benefits and cautions with cloud technology. We’ll do a quick tour of some popular cloud applications and platforms on the market and will discuss use cases that may be beneficial for Associations to explore. Cloud computing is rapidly becoming a serious component of Association IT planning, are you prepared to consider it?</p> <p><i>Garry Polmateer, CAE has been involved with associations and technology consulting since 2000. After 7 years as an IT administrator at a trade association, Garry became a consultant and helped associations implement AMS Systems and incorporating cloud technology. In 2010, Garry attained his CAE credential and in 2011 helped found Red Argyle. Red Argyle specializes in helping companies implement cloud technology, custom application development and business analysis.</i></p>
3:00pm – 4:00pm	<p>Networking Reception and Door Prizes</p> <p>We end the day with some dedicated networking time for you to forge some new connections and exchange notes with colleagues about your key takeaways from the day’s sessions. We’ll conclude by awarding prizes to several lucky winners.</p>

Questions?

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

Anyone Attending/Following our Technology Conference, the hashtag is **#NESAETech**



2012 TECHNOLOGY CONFERENCE REGISTRATION

Friday, March 30, 2012

Embassy Suites Hotel, 550 Winter Street, Waltham, MA

EXHIBITOR REGISTRATION FORM - SIDE 1

Name: _____

Job Title: _____

Company: _____

Address: _____

City: _____

State: _____ Zip code: _____

Telephone: _____ Fax: _____

E-mail: _____

In 25 words or less, please describe your company's property, products or services: _____

COMPLIMENTARY REGISTRATIONS

(Note: If the contact is one of the two representatives, please list them below.)

1st Representative

Name: _____

Job Title: _____ Designations: _____

Telephone: _____ E-mail: _____

2nd Representative

Name: _____

Job Title: _____ Designations: _____

Telephone: _____ E-mail: _____

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EXHIBITOR REGISTRATION FORM - SIDE 2

Company Name: _____

Early Registration Rates (After March 9th, add \$50):

Member: \$750.00 Nonmember: \$850.00

Payment Method: VISA MasterCard American Express

Card Number: _____ Exp. Date: _____

Billing Address: _____

Authorized Signature: _____

I authorize NE/SAE to charge my card for \$ _____ as payment for my tabletop and registration for the 2012 Technology Conference.

Or print and mail with check. Make check payable to NE/SAE and mail to: 6 Boston Road, Suite 201, Chelmsford, MA 01824, Phone: (978) 250-9847 / Fax: (978) 250-1117

Registrations are considered complete when your registration form and payment have been received by NE/SAE. Badges will be handed out at the meeting. Passes will be e-mailed out to the main contact.. We're sorry, there are no refunds after March 9, 2012.

The information provided on this registration form will be published in the meeting attendance list handed out on site. Please check here if you do not want your information published on the meeting attendance list.

Check here if you have a disability and may require accommodations to fully participate. Please attach your needs to this registration. You will be contacted by the NE/SAE office.

Please indicate any dietary restrictions here: _____



HOTEL INFORMATION

Embassy Suites Hotel, 550 Winter Street, Waltham, MA 02451

If you need an overnight room call **781-890-6767** and mention NTC or NE/SAE Technology Conference to receive our group rate of \$149.00.

Thank you for registering!

www.nesae.org