



Technology Conference
Doubletree Hotel, Waltham MA
Friday, March 26, 2010

Schedule of Events

March 26, 2010

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|---------------------|--|
| 6:30 AM - 7:45 AM | Exhibitor Setup |
| 7:45 AM – 8:45 AM | Registration, breakfast, visit exhibits |
| 8:45 AM – 10:00 AM | <i>Preparing Your Organization to Leverage Today's Technologies</i> - Philip DesAutels, Director of Technology Development, Microsoft |
| 10:00 AM – 11:00 AM | Hands on Exhibits |
| 11:00 AM – 12:15 PM | Concurrent Breakout Sessions <ul style="list-style-type: none">• <i>Marketing with Technology</i> - Justin Levy, Chief of Stuff, New Marketing Labs• <i>Technology Options and Strategies to Share Knowledge, Extend Your Reach and Maximize Your Organization's Educational Content</i> - Rich Finstein, President, CommPartners, LLC• <i>Using Web Analytics/Search Engine Optimization</i> – Chuck Murphy, CEO, Boston Interactive |
| 12:15 PM – 1:15 PM: | Networking/Lunch/Continuation of Hands on Exhibits |
| 1:15 PM – 2:30 PM: | Concurrent Breakout Sessions <ul style="list-style-type: none">• <i>Leverage Technology and Spend More Time on Your Business</i> –Steve Turner, CEO & Founder, Turner Time• <i>Projections of Future Technologies</i> - Andy Steggles, COO & Social Strategist, Higher Logic• <i>Social Media</i> – Peggy Hoffman, President, Mariner Management & Marketing |
| 2:30 PM – 2:45 PM | Break |
| 2:45 PM – 4:45 PM: | General Session <ul style="list-style-type: none">• <i>E-marketing</i> - Corissa St. Laurent, Regional Development Director, ConstantContact New England |