

2010 TECHNOLOGY CONFERENCE

SCHEDULE OF EVENTS

- 6:30 am – 7:45 am Exhibitor Setup
- 7:45 am – 8:45 am Registration, breakfast, visit exhibits
- 8:45 am – 10:00 am **Preparing Your Organization for Tomorrow's Technologies**
– Philip DesAutels, Director of Academic Evangelism, Microsoft
- 10:00 am – 11:15 am Hands on Exhibits
- 11:15 am – 12:30 pm Concurrent Breakout Sessions
- » **It's Not About the Platform: Using Social Networks to Humanize Businesses and Build Community** – Justin Levy, General Manager, New Marketing Labs
 - » **Technology Options and Strategies to Share Knowledge, Extend Your Reach and Maximize Your Organization's Educational Content** – Rich Finstein, President, CommPartners, LLC
 - » **Adding Power to Member Communities with Social Media** – Peggy Hoffman, CAE, President, Mariner Management and Marketing
- 12:30 pm – 1:15 pm Networking/Lunch/Continuation of Hands on Exhibits
- 1:15 pm – 2:30 pm Concurrent Breakout Sessions
- » **Leverage Technology and Spend More Time on Your Business** – Steve Turner, CEO & Founder, Turner Time
 - » **Social Media: Next Generation Engagement Strategies**– Andy Steggles, COO & Social Strategist, Higher Logic
 - » **Using Web Analytics to Influence Business Decisions** – Chuck Murphy, Founder & Chief Executive Officer, Boston Interactive
- 2:30 pm – 2:45 pm Break
- 2:45 pm – 4:45 pm General Session
- » **The Power of E-mail Marketing** – Corissa St. Laurent, Regional Development Director, ConstantContact New England

DOUBLETREE HOTEL, WALTHAM, MA
FRIDAY, MARCH 26, 2010

ne/sae

NEW ENGLAND SOCIETY OF
ASSOCIATION EXECUTIVES

Preparing Your Organization for Tomorrow's Technologies

With so many things competing for our attention, how is your organization going to connect and communicate with its members? Technology has revolutionized how we communicate but what does that mean for you and your organization? In this session we are going to move beyond the Web, e-mail, and newsletters. To get the attention and engagement of your members, you need to use the tools of the day. Those tools are here, those tools are free and those tools are easy. Join us for an overview of tomorrow's technology today and how you can use it to transform your communication into engagement.



Philip DesAutels is Director of Academic Evangelism at Microsoft and a researcher at Bentley University. He holds MS and BS degrees in Industrial and Management Engineering from Rensselaer Polytechnic Institute. Prior to Microsoft, Philip was founder and CTO of Ereo, an image retrieval search company. He worked as Chief Scientist for Excite@Home and as a researcher on the staff of the World Wide Web consortium as well as with IBM, Anderson Consulting and John Hancock. As a Peace Corps volunteer, he served in Uzbekistan, where he lectured, established a micro-lending program, and installed part of the country's first e-mail infrastructure. Philip serves as the Chair of the Globe Award for Sustainable Innovation. In addition, he serves as a board member and advisor to numerous NGOs. His interests lie in the areas of sustainability, education and social entrepreneurship.

It's Not About the Platform: Using Social Networks to Humanize Businesses and Build Community

Move beyond wondering which tools matter, and learn how to build relationships and humanize your business across whichever platforms are servicing your business communications needs. Bring your questions about social networks such as Twitter and Facebook as well as other digital channels such as blogs. During the presentation Justin Levy, General Manager of New Marketing Labs, and steakhouse owner, will answer your questions as well as help you to understand how these digital tools can be used in new and exciting ways for your business.



Justin Levy is Chief of Staff (more formally, General Manager) of New Marketing Labs, a new media marketing agency. In this role Justin helps large and mid-sized businesses navigate the unknown seas of new media marketing including how to use social media tools, blogs, community platforms, and listening tools to drive business value. Justin and his team help their clients to move the needles that they care about moving using these new and emerging resources. Clients include: Sony, PepsiCo, Microsoft, Citrix Online, Titleist, Bresnan Communications, and Fancast.

Technology Options and Strategies to Share Knowledge, Extend Your reach and Maximize Your Organization's Educational Content

This session will focus on the use of technology to optimize opportunities for providing timely and relevant online education.

We will review and discuss:

1. Strategies for effectively using online technologies such as hybrid events, re purposing of conference proceedings, webinars, webcasts and knowledge centers.
2. How to extend onsite and online knowledge sharing to reach a higher percentage of your members and stakeholders.
3. Financial strategies to maximize your investment



Richard Finstein is the Founder and President of CommPartners LLC a 16 year company based in Columbia Maryland. CommPartners provides virtual conferencing, event services and online education. Before starting CommPartners Rich was a director with MCI Communications. Rich is a graduate from the University of Maryland and did graduate work at Marymount University. Rich is married with two grown children. He enjoys sports of all types, is a marathon runner and works with the Rebuilding Together Program.

Adding Power to Member Communities with Social Media

The truth is technology does not create a community. And its related truth is communities don't need technology. Communities – whether we're talking about chapters or special interest groups or sections – grow based on shared interests and shared needs. Add technology to help the community meet those. Let's explore through some real-life examples how your association can add power to member communities. We'll look at tools such as blogs, Twitter, Groupsite, LinkedIn and Facebook for lessons on how you can connect to members and enhance face-to-face connections. And we'll look at a few tips for building engagement.



Peggy Hoffman is managing partner at Mariner Management & Marketing, an association management company specializing in component relations. Peggy also works with national organizations seeking to strengthen their components and volunteer management programs. She serves on ASAE & The Center's Executive Management Section Council, is past-chair for the Component Relations Section Council, and has been involved in a number of key projects including the Principles of Components Relations web-based course, and the Components Relations Handbook: *Tools & Tips for the Component Relations Professional*.

Leverage Technology and Spend More Time on Your Business

Have you read the training manual or taking training for your computer, software or smartphone? Most of us have to answer "No", which is why there is TurnerTimeSM! We show you how to be more productive/

organized/efficient so you can spend more time on your core business. The TurnerTimeSM Management session will demonstrate how you can leverage technology to become more productive and effective using your computer/mobile device. Topics covered include:

- » Using your innate “unconscious competence” skill to become more effective using technology
- » Optimizing and supercharging your computer for best performance
- » Time saving computer shortcuts you can use every day
- » The most efficient way to process and organize e-mails
- » Quick search tools you can use on your computer to find things faster



Steve Turner is the former Executive Vice President of Sales & Marketing for Clover Technologies Group (www.clovertech.com), the technology leader in compatible imaging supplies and innovative environmental solutions. An integral part to taking Clover from \$44 to \$265 million in just over four years, Steve and his groundbreaking strategies for time management and productivity helped rocket Clover to the industry’s #1 position. A large part of the effort was working with independent sales agencies. His proven ability to leverage technology is of great value to anyone in need of greater sales and/or productivity results. TurnerTimeSM is time management tools, techniques and tips to effectively manage e-mails, tasks and projects.

Social Media: Next Generation Engagement Strategies

So now you have your social presence, now what? Discuss the strategies for bringing a community to life and generating new, non-dues revenue. Leverage easy to use tools to help take your social platform to the next level by generating member engagement. Learn how to measure the results and apply real values in a way that supports your mission. Discover ways of recognizing members who participate the most in a way that will both give them recognition and generate even more viral engagement. Learn how to answer the question: Who is your Most Valuable Member?



Andy Steggles is the Chief Operating Officer & Social Strategist for Higher Logic. Before Higher Logic, Andy was the Chief Information Officer of the Risk & Insurance Management Society, Inc. (RIMS) where he headed their social strategy and other initiatives over a 10 year period. Mr. Steggles was also the founder of the Social Networking and Media Association, a non-profit dedicated to the advancing the social web. Andy has also authored numerous software products such as SitePRTracker, CopyTester and more for the search engine optimization (SEO) community which he has a strong interest. Andy holds a Bachelor of Science in Computing in Business from Brunel University in the United Kingdom. Author of *Social Networking for Non-Profits* which is due to be published by ASAE & The Center in mid-March.

Using Web Analytics to Influence Business Decisions

Web analytics tools help you track your site’s statistics, allowing you to see how many people are looking at which page, what sites your visitors are coming from, who your users are, and more. This information can in turn help you measure traffic, understand your visitors’ needs and behavior, and gauge click-through rates to new content or features. Whether you’re a nonprofit or a for-profit, your data-tracking needs are virtually the same. This session will show you what to consider when choosing an analytics package, and identify free tools and robust applications that can help you better understand your site’s visitors. You will learn how to continuously improve your web site, how to find out what your prospective members are most interested in and where they tend to find you, and how you can hone your message and marketing efforts both online and offline to get more leads.



Chuck Murphy is responsible for the day-to-day operations of Boston Interactive. He founded the company in 1999 and grew it from a home-based business to an operation with clients from around the world. Chuck acts as Executive Sponsor for major projects, providing both his vision and his leadership to the design and programming teams. Chuck frequently speaks on non-profit website best practices, and is active in many of the local professional organizations.

The Power of E-mail Marketing

Did you know that repeat customers, clients and members spend on average 67% more than new ones? Building relationships with your current customers, clients and members is vital to growing your business. If you’ve ever wondered what e-mail marketing is and how it can help your organization, this session is for you. We will cover the basics of e-mail marketing, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. You can master e-mail communications with this comprehensive look at winning strategies for getting and keeping quality subscribers, creating appropriate content, and increasing e-mail deliverability and interaction to build business and drive sales. Let the power of e-mail marketing grow your organization to new heights!



Corissa St. Laurent is a public relations and marketing expert with more than 10 years experience creating powerful marketing and brand campaigns. She uses her business development, management, and leadership skills to help small businesses and non-profit organizations maximize the power of relationship marketing. Successfully launching two small businesses, including a public relations and event marketing firm and a holistic body care and wellness service, Corissa has a proven track record of entrepreneurial success. As the Regional Director Constant Contact in New England, she helps small businesses, non profits and associations learn how to build lasting relationships through e-mail marketing, online surveys and event marketing.

2010 TECHNOLOGY CONFERENCE REGISTRATION

MARCH 26, 2010

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 5th, add \$50)*

- Member: \$150.00 Nonmember: \$225.00

PAYMENT INFORMATION

Checks payable to New England Society of Association Executives and mailed to:

NE/SAE, 6 Boston Road, Suite 201, Chelmsford, MA 01824

or pay by credit card (Visa, MasterCard, American Express) and fax to: **978-250-1117**

Payment Method: Check Credit Card

Card #: _____ Security Code: _____ Exp. Date: _____

Signature: _____

I authorize NE/SAE to charge my card \$_____ for this program

Registrations are considered complete when your registration form and payment have been received by NE/SAE.

Badges will be handed out at the meeting. We're sorry, there are no refunds after March 5, 2010.



DOUBLETREE GUEST SUITES WALTHAM, MA

A small block of overnight rooms has been reserved at the Doubletree Hotel in Waltham, MA for Thursday, March 25.

To make your reservation, call **1-800-222-TREE (8733)** and say you are with the New England Society of Association Executives to receive the group rate of \$129 a night. Reservation cutoff is Wednesday, March 3, 2010.

Thank you for registering!