

mm&c 2011 conference

marketing, membership & communications

April 26-27, 2011

Walter E. Washington Convention Center
Washington, DC



It's the mix that matters...



The Center for Association Leadership

www.asaecenter.org/MMCC

mm&c 2011 conference

marketing, membership & communications

April 26-27, 2011

**One Part Membership.
One Part Marketing.
One Part Communications.**

Prepare to converge...

For your association to truly thrive in today's often fragmented market, the membership, marketing, and communications functions must converge to ensure your target audience receives a unified message—no matter who's sending it.

Find the right mix to attract and engage members by attending the Marketing, Membership & Communications (yes, we've added Communications this year) Conference. Through more than 45 education sessions, you'll learn how to:

- interact with members digitally;
- develop mobile apps;
- create an effective PR promotion;
- leverage the next generation of marketing solutions;
- moving from print to electronic publishing; and much more!

We've also added a special track of sessions designed for those who may be new to any of these functions—Marketing, Membership, Communications 101 (MMC 101) will help you learn the basic principles and strategies.

Plus, opening general session speaker Daniel Simons, co-author, *The Invisible Gorilla, And Other Ways Our Intuitions Deceive Us*, will shed insight into human behavior to help you craft more persuasive and compelling messages.

Finally, enjoy a spacious NEW location and expanded expo hall—where you can browse products and services from the industry partners who can help your organization succeed.

REGISTER TODAY!

www.asaecenter.org/MMCC

Schedule-at-a-Glance

Tuesday, April 26, 2011

6:30 – 7:30 a.m. Exhibitor Move-In

7:00 – 8:15 a.m. Early Riser Sessions

- Get Answers to the Communications Questions You've Always Wanted to Ask
- Get Your Burning Marketing Questions Answered
- Under the Membership Tent

8:00 – 9:00 a.m. Continental Breakfast & Exhibitor Showcase

9:00 – 10:00 a.m. Opening General Session

- Opening General Session: The Invisible Gorilla—What We See and What We Miss

10:00 – 10:15 a.m. Networking Break

10:15 – 11:30 a.m. Learning Labs

- Digital Publishing: Beyond the Page-Turner
- From Page 55 to Page 1: One Association's Journey Out of the Google Abyss
- Have You Killed Your Sacred Zombie Cow Today?
- MMC 101: Back to Basics: Rethink How the Four Ps Apply to Your Association's Marketing
- No Fluff—4 Killer Case Studies You Can Benefit From Today
- There's An App for That: Proven Examples of Smart Content for Mobile Devices

11:30 a.m. – 1:00 p.m.. Networking Lunch & Exhibitor Showcase

1:00 – 2:15 p.m. Learning Labs

- Celebrity Death Match—Association Style
- Engage on the Go: Leverage Mobile Apps and Websites to Connect With Members
- How to Run With the Big Dogs: Strategies to Play Like a Big Association on a Small Association Budget
- Make Better Decisions Using Effective Research
- MMC 101: Recruit to Retain
- The Next Generation of Meeting Marketing

2:15 – 2:30 p.m. Networking Break

2:30 – 3:45 p.m. Learning Labs

- Break Down the Silos to Build Your Brand
- Catalyst for Change: Launching an Industry-Wide Integrated Marketing Program
- Community Strategy: Questions, Answers, and an Action Plan to Navigate to Success
- Leverage the Full Spectrum of Marketing Tools
- MMC 101: Discover the Communications Core Competencies of the Profession
- Renewing More by Doing More

3:45 – 4:00 p.m. Networking Break

continued ➡

- 4:00 – 5:15 p.m. Learning Labs
- Beyond Benchmarking—Use a Metrics Dashboard for Decision-Making
 - Create Community for Your Components
 - Develop Response Ability—Secrets to Getting Email Replies
 - Flash Crisis: Manage Negative Communication Issues Quickly and Effectively
 - MMC 101: Brand Clarity as a Tool for Improving Retention & Recruitment
 - The Rise of the Digital Member

5:15 – 6:15 p.m. Reception & Exhibitor Showcase

Wednesday, April 27, 2011

8:00 – 9:00 a.m. Continental Breakfast & Exhibitor Showcase

9:00 – 10:00 a.m. General Session

- General Session

10:00 – 10:15 a.m. Networking Break

10:15 – 11:30 a.m. Learning Labs

- Delivering the Hits: Using PR to Tell Your Story and Change Minds
- Find the Right Channels for Your Multi-Modal Marketing Campaign
- Limited Resources Engagement Ideas: Do's and Don'ts
- MMC 101: Stop the Blastoff: e-Marketing for Results
- New Member On-Boarding: Extending the Honeymoon
- The Total Package: How to Move People to Action

11:30 a.m. – 1:00 p.m.. Networking Lunch & Exhibitor Showcase

1:00 – 4:00 p.m. Exhibitor Move-Out

1:00 – 2:15 p.m. Learning Labs

- 6-Week Social Media Work Plan
- From Thought to Message: A Writing Workshop
- Let Your Members Drive Your Web Strategy
- Mentoring 2.0: Social Networking a Mentor/Mentee Relationship
- MMC 101: Make Your Database Work for You
- Revitalize Your Member Referral Program

2:15 – 2:30 p.m. Networking Break

2:30 – 3:45 p.m. Learning Labs

- Avoid the 5 Ways Associations Undermine Their ROI in Creative Services
- Branching Out: Increase Engagement and Retention of Fringe Member Groups
- Effective Mobile & Social Media Marketing Strategies
- MMC 101: Something Old, Something New in Communications
- My Job Is Marketing, Membership & Communications—How Do I Manage?
- Selling Sponsorships Out of the Box

7:00 – 8:15 a.m. • Early Riser Sessions

Get Answers to the Communications Questions You've Always Wanted to Ask

Kickoff your conference experience with your communications colleagues in an open dialogue to discuss four vital topic areas: digital publishing, social media, communicating policy and industry news, and communicating across generations. Facilitated by members of the ASAE Communications Section Council, this conversation is your opportunity to bring the key questions that keep you up at night, pick up practical answers to take back to the office, and network (so, bring plenty of business cards).

Bill Cramer, marketing director, National Association of Counties

Millie Hurlbut, CAE, director of marketing, Association of the US Army

Wendy Mann, director, communications, National Telecommunications Cooperative Association

Rhonda Metheny, VP, account management, TMG

Get Your Burning Marketing Questions Answered

Take advantage of four experts in acquisition and retention, conference and events, social media, and non-dues revenue to get your burning marketing questions answered. In this open dialogue, you set the agenda to ask your questions, learn from one another, and share your own insights. Come prepared to interact and make new connections with your fellow attendees, so bring plenty of business cards.

Ozair Esmail, president, The Clubs Group

Michael Hess, social media specialist, Packaging Machinery Manufacturers Institute

David Martin, VP, marketing, Electronic Retailing Association

Scott D. Oser, president, Scott Oser Associates

Under the Membership Tent

Join three experienced membership facilitators for a no holds barred membership discussion. Participate in a fast paced and lively conversation with all topics on the table including: increasing member recruitment and retention during a “tough times” economy, boosting member value and engagement, new member inclusion, evaluating member exclusive benefits, importance of data/metrics, and lapsed member strategies. Compare, contrast, complain, and most importantly share—and come away rejuvenated under the membership tent.

Caroline Fuchs, CAE, marketing consultant, CHF Consulting

Andrew Goldschmidt, CAE, director, membership marketing, National Association of Counties

Karen Gonzales, SVP, membership & business development, Destination Marketing Association International

8:00– 9:00 a.m. • Continental Breakfast & Exhibitor Showcase

Registration and continental breakfast begin. Introduce yourself to the exhibitors, network with colleagues, and peruse the bookstore.

9:00 – 10:00 a.m.

Opening General Session: The Invisible Gorilla—What We See and What We Miss

If your message is vivid and memorable, your members will see and remember it, right? Not necessarily. In this talk, Daniel Simons, creator of the famous “invisible gorilla” psychology experiment, uses real-world stories and startling demonstrations to show how we all miss much more of what goes on around us than we realize. People won’t notice the gorilla in the room just because we think it’s obvious. By better understanding the gap between how we think we pay attention and remember, and how we actually pay attention and remember, you will gain new insights into how your customer’s mind works, allowing you to craft more persuasive and compelling messages.



Daniel Simons, co-author, *The Invisible Gorilla, And Other Ways Our Intuitions Deceive Us*

Daniel is brought to you by The BrightSight Group

10:15 – 11:30 a.m. Learning Labs

Digital Publishing: Beyond the Page-Turner

As associations strive to reach a wider audience and grow their memberships, digital publishing is a great vehicle to achieve that end. No longer limited to “page-turner” technologies, leveraging digital publishing strengthens your member benefits, opens up greater marketing opportunities for the association, and enhances sponsorship potential. Explore digital publishing options and the strategic thought behind going digital with some—or all—of your content.

Gregory J. Fine, CAE, vice president, marketing and communications, Association for Corporate Growth

Carla Kalogeridis, editorial director, Association Media & Publishing

James A. Vick, CBC, staff director, IEEE Media, publisher IEEE Spectrum Group, IEEE

From Page 55 to Page 1: One Association’s Journey Out of the Google Abyss

If you build it, they won’t always come. That’s what the Society of Hospital Medicine (SHM) learned after a Google search found their new online offering wasn’t on the first, second, or even third page of

results—but rather on the 55th. Hear how SHM dove into the world of search engine optimization and pay-per-click advertising to journey from page 55 to their current position on page 1. Walk away not only with knowledge, but tangible short-term action steps to improve your web search performance.

Ashley Berger, senior manager, marketing, and

Todd Von Deak, MBA, CAE, VP, operations & general manager, Society of Hospital Medicine

Have You Killed Your Sacred Zombie Cow Today?

We all have heard of the sacred cow, the pet program that is impossible to do away with. Many of us even have sacred zombie cows wandering around; programs that continue on even though their champion has been lost to the mists of time. These undead programs suck up resources and overhead, and make innovation that much harder to achieve. Learn how to identify your sacred cow, five techniques for terminating your sacred zombie cow, and how to make stopping programs as natural as starting them.

C. David Gammel, CAE, president, High Context Consulting, LLC

MMC 101: Back to Basics: Rethink How the Four Ps Apply to Your Association's Marketing

As association marketing professionals, we can't just churn out the same old messages about our products and services. We must strive to produce marketing campaigns that are increasingly precise, informed, and results driven. Identify key takeaways from research, member feedback, and industry trends to help deliver a strong value proposition to prospective members, and develop relevant and engaging messages with less money and fewer resources. Examine tools and techniques you can put to work to research, plan, implement, and evaluate your own marketing campaigns.

Rebecca Balliet, senior marketing manager, APICS The Association for Operations Management

Michelle Mobley, account director, marketing & events, VRS Meetings & Events, Inc.

No Fluff—4 Killer Case Studies You Can Benefit From Today

Hear 4 case studies on marketing, membership, PR, and communications with no extra fluff—just the issue facing each association, possible solutions analyzed, the chosen solution with details, the results of the implementation, and the lessons learned. No sales pitch. No association management 101 background info. Just problems and solutions you can learn from and take back to your own association.

Matt Baehr, VP, communications and industry affairs, Specialized Carriers and Rigging Association

KiKi L'Italien, senior consultant, technology management, DelCor Technology Solutions

Lynn Morton, social marketing manager, R2integrated

Sterling Raphael, president/CEO, NFi Studios

There's an App for That: Proven Examples of Smart Content for Mobile Devices

The time is now to create valuable content that your members can access on mobile devices! Learn what to take into consideration when evaluating the various platforms and understand what the risks are. Hear firsthand from both large and small associations that are already leveraging the power of mobile devices to keep their members informed on all key communications. Determine the next steps needed in order to launch, manage, and measure a plan for offering content on mobile devices to your members.

John Crosby, CAE, VP, communications, Software and Industry Information Association

Jay Tokosch, CEO, Core Apps

11:30 a.m. – 1:00 p.m. • Networking Lunch & Exhibitor Showcase

Feeling inspired and ready to make a change in your organization after a great morning of learning? Grab a bite to eat and check out the Exhibitor Showcase to peruse the solutions and get hands-on access that your organization needs to succeed.

1:00 – 2:15 p.m. • Learning Labs

Celebrity Death Match—Association Style

Unfortunately it isn't always clear what marketing, membership, and communications professionals actually do in associations or what specific value they can bring to the table. In this fast-paced and entertaining session, hear rapid fire ideas on how all three areas can collaborate to contribute to the association's overall success. Share some ideas of your own and walk away with a few strategies to bring back to your own organization.

Scott Oser, president, Scott Oser Associates

Ron Rosenbaum, SVP, marketing & communications, Club Managers Association of America

Bill Schankel, director, member marketing, planning and publications, Society of Cable Telecommunications Engineers

Christina Wurster, director, marketing and communications, Heart Rhythm Society

Engage on the Go: Leverage Mobile Apps and Websites to Connect With Members

How can your organization best benefit from a mobile app? How can you maximize engagement with a mobile website? Do you know the difference between the two? Explore the whats, whys, hows, and pros and cons of these two fast-growing tools. Better understand the right context for using these tools at your organization and identify what mobile solution is the right match for your membership needs.

Amy Hissrich, VP, website initiatives, ASAE: The Center for Association Leadership
Layla Masri, president, Bean Creative Funktional Web & Interactive Design

How to Run With the Big Dogs: Strategies to Play Like a Big Association on a Small Association Budget

Just because small and mid-size associations do not have the budget or staff resources that large associations have doesn't mean they can't have the same impact. Hear several money-saving ideas that came from the association community and walk away with tips on how to get the most out of your limited budget, increase your association's brand presence, and better leverage social media and other tools to market your services.

Frank Fortin, communications director, Massachusetts Medical Society

Karen Nedbal, director, membership, Solar Energy Industries Association

Darryl Walter, director, membership marketing and conferences, The Wildlife Society

Make Better Decisions Using Effective Research

Modern associations serve multiple audiences through a complex portfolio of products, services, and delivery channels. Effective research is an essential tool helping executives align their resources more effectively with membership and market needs to improve association performance. This session will outline a framework for developing and managing an integrated qualitative and quantitative research plan, and discuss the practical uses of essential research tools.

Steven L. Hein, CME, marketing director, National Association for Uniformed Services

Joe Bates, director, research and project management, Global Business Travel Association

Dean West, president, Association Laboratory Inc.

MMC 101: Recruit to Retain

Recruiting and retaining members starts with knowing what your association has to offer. Working with a partner, you will make your pitch for membership and define your association's mission. Review the top 10 objections prospective members give and how to overcome them. Walk away with a broad overview of retention best practices and the value of having an overall membership plan.

Donna F. Oliver, director, affiliate services, National Association of Home Builders

The Next Generation of Meeting Marketing

Marketing meetings and conventions today requires a more complex mix of tactics than ever before to achieve success. As people are making the commitment to attend much later in the game, messaging them individually using a plethora of channels and tools is essential. Learn how to build the most effective next generation marketing program that uses cost-effective solutions to get your message heard at the right time, in the right place, to the right people, and in the right context to help you achieve better results from your next campaign.

Paige Cardwell, president, CSG Creative

2:30 – 3:45 p.m. • Learning Labs

Break Down the Silos to Build Your Brand

Multiple priorities, multitasking, and multimedia make it challenging for today's association leaders to create a single brand voice. Hear how to implement an organizational strategy that breaks down departmental silos to simplify your member communications to achieve the greatest impact. Learn to leverage low/no-cost strategies in conjunction with traditional communications to position your association as the single source of information within the industry.

Jeanne LaBella, VP, publishing, American Public Power Association

Charles Popper (moderator), VP, association relations, Naylor, LLC

Phil Russo, CAE, executive director, NAFA Fleet Management Association

Charles Sadler, CGMP, CHSP, CHSC, executive director & CEO, Society of Government Meeting Professionals

Catalyst for Change: Launching an Industry-Wide Integrated Marketing Program

Learn how to launch an industry-wide integrated marketing program to create a more receptive environment for your members' products and services. Hear how to develop a comprehensive program that will change perceptions and attitudes of your key audience in order to grow the market for your members. Walk away with real-world examples of the research, planning, implementation, and accomplishments of these program—including the big ideas, problems, and pitfalls encountered.

Helen M. Sullivan, APR, fellow PRSA, president, InHouse Communications, LLC

Community Strategy: Questions, Answers and an Action Plan to Navigate to Success

Are you developing a community for your organization or wondering how to stir up more activity in your existing community? Hear from three established community managers on the best strategies for generating engagement and what factors to consider before, during, and after the launch of your community, regardless of association size or member base. See how a social strategy should be all-encompassing, taking into account your organization mission and goals, chapters, regions, and competitors. Learn how to best leverage the public and private networks in a way that delivers results, and hear what to consider when incorporating mobile. Walk away with an action plan that can be easily crafted to work for your organization.

Chris Bonney, VP, client experience, Vanguard Technology

Meeghan De Cagna, communications & marketing senior director, American Medical Student Association

Andy Steggles, COO, Higher Logic

Leverage the Full Spectrum of Marketing Tools

Most marketing plans include the traditional components of direct mail, email, and advertising but many don't take advantage of the expanded sales force available to them. Hear how to utilize your members and chapters as ambassadors to help sell your membership and other products. Learn how to incorporate exhibits into your marketing plan as an effective way to reach current and potential customers on a face-to-face basis.

Betty Whitaker, director, membership and marketing, American Nurses Association

MMC 101: Discover the Communications Core Competencies of the Profession

With the advances in technology, economic shifts, and the rise of a new digital generation, perhaps more than ever, association communicators must rely on global core competencies to function effectively. Ideal for those new to communications and those needing a refresher on the fundamentals, this session will address strategic communications, writing/speaking skills, planning, vehicle/channel determination, and evaluation/metrics. Discuss how to manage these core areas to help your organization successfully navigate the rapidly-evolving association landscape.

Michael Boa, CAE, director, communications and marketing, Casualty Actuarial Society, and vice chair, ASAE Communications Section Council

Brad Monterio, managing director, Colcomgroup/CMH Partners, LLC, and chair, ASAE Communications Section Council

Renewing More by Doing More

Review the latest association research from ASAE and other industry sources of how associations are stabilizing and growing their overall renewal rates. Hear what's working and what's not, and how best to use non-traditional ways to get more members to renew. Learn about the economics of renewals, including how much you can really afford to invest, when to stop asking lapsing members to renew, and how to leverage your association's advocates to help get more members renewed.

Lauren Corbin, CAE, VP, membership, Association of Private Sector Colleges and Universities

Richard Whelan, CDM, president, Marketing General Inc.

Kris Williams, CAE, marketing director, International Association of Venue Managers

4:00 – 5:15 p.m. • Learning Labs

Beyond Benchmarking—Use a Metrics Dashboard for Decision-Making

Using a metrics dashboard is essential for membership, marketing, and communication professionals to understand the impact of their campaigns. But monitoring and benchmarking data is only the first step. What is your data telling you and what adjustments should you make to your programs? Drawing from the dashboard featured in “Web Metrics that Matter” that appeared in the July issue of *Associations Now*, learn how to easily track your own metrics to uncover trends and to create a plan of action that is appropriate for your organization.

Terrance Barkan, CAE, chief strategist/business architect, GlobalStrat

Kelly Gardner Headd, director, marketing, Association of Women’s Health, Obstetric and Neonatal Nurses

Create Community for Your Components

Globalization, economic changes and technology are dramatically changing how our associations and societies build community. Learn how to start a non-geographically based component, how to build community participation and communication between the component and headquarters office, and strategies to recruit and retain component members.

Holly Duckworth, CMP, CEO, Leadership Solutions International

Amalea Hijar, associate director, member strategy and career development, American College of Cardiology

Flash Crisis: Manage Negative Communication Issues Quickly and Effectively

What do you do when an angry member posts something controversial to Facebook or when a board member misrepresents the association via email to members? A ‘flash crisis’ can develop over seemingly inconsequential matters, but the winds of chatter whip it into a firestorm. These crisis situations must be handled immediately and with the appropriate strategic response to defuse the negative impact on your organization’s brand and image. Hear how to handle these flash crisis situations by creating best practices, as well as monitoring and developing policies for communicating with external and internal stakeholders.

Adele Cehrs, president, Epic PR Group

Kevin P. Corcoran, CAE

John Crosby, VP, communications, Software and Information Industry Association

Mentoring 2.0: Social Networking a Mentor/Mentee Relationship

The Society for Neuroscience leveraged social networking to enhance their mentoring program, and you can as well. Hear how a fully automated online mentoring program can improve engagement and help your association increase member value. This session will take you through the lessons learned and will provide a detailed look at the automated mentor-matching system from both the mentor and mentee perspectives. Hear about the challenges of integrating a social network and an AMS, and examine how to measure the mentoring metrics to create a path for success.

Eun-Joo Chang, senior director, membership & professional development, Society for Neuroscience

MMC 101: Brand Clarity as a Tool for Improving Retention & Recruitment

If an association is not clear about its value proposition, how can it expect people to invest their time, money, and energy? This session will define the elements of an association's brand platform and walk through the process whereby those elements are discerned and clarified. Explore the internal branding process with a focus on securing buy-in among board, staff, and members at large.

Gayle Turner, principal, Catch Your Limit Consulting

The Rise of the Digital Member

In the age of social media, new kinds of members are emerging, blurring the lines drawn by traditional membership categories. Explore the various online personals such as 'The Digital Extrovert,' 'The New Publisher,' 'The Lurker,' 'The Champion,' and 'The Engaged-but-Not-Yet-a-Member.' Hear how to engage and empower these digital members, and identify the skills you must employ as an association exec to adapt to the needs of this new group of members.

Maddie Grant, CAE, chief social media strategist, SocialFish

5:15 – 6:15 p.m. • Reception & Exhibitor Showcase

Come relax and unwind in the Exhibitor Showcase with a beverage and light hors d'oeuvres to help you digest all of your new knowledge. Cruise the exhibits to see all the great products and services that can help take your association to the next level. There will be fun prize drawings too, so you won't want to miss this!

EXHIBITOR SHOWCASE INFORMATION

The 2011 Marketing, Membership & Communications Conference is an exclusive learning and networking opportunity for association marketing, membership, and communications professionals. Over 500 people attended the 2010 Marketing & Membership Conference. Of that total, 85% described their primary job function in the field of membership, marketing, or both; 2% sales; and 11.9% from other fields.

A mix of general sessions, learning labs, and the exhibitor showcase will allow attendees to customize their own experience and leave the conference with tools they can use immediately!

Join us at the 2011 Marketing, Membership & Communications Conference to showcase your solutions with demos and hands-on access. There is no better place to gain visibility and meet face-to-face with such a targeted audience!

Fast Facts

Dates: Tuesday & Wednesday, April 26-27, 2011

NEW Location: Walter E. Washington
Convention Center
801 Mt. Vernon Street
Washington, DC 20005

Table Top Rate: \$1,500 members/\$1,700 non-members

Exhibitor Showcase Times:

Exhibits will be visited during breakfast, breaks, lunch, and the reception. See the Schedule-at-a-Glance for hours.

Additional Program Information: www.asaecenter.org/MMCC

What Is Included?

- Booth Identification sign: Your booth sign can read as you like!
- (1) 6' draped table
- Complimentary electrical service
- (1) Complimentary exhibitor registration: with option to purchase additional registrations for \$595/ea.
- Complimentary 25-word descriptions of your product or service printed in our onsite program and online: increase your visibility.
- Pre-registered and post-show attendee lists: Pre-promote your attendance and follow-up after the show.

Table-top exhibits are limited in number, so contact the Exhibits Team to sign up now! exhibit@asaecenter.org

The Exhibits Team at ASAE appreciates your continued support. We look forward to working with you to create an exceptional exhibiting experience!

A Bookstore and So Much More!

Our bookstore has the resources you need to do your job better every day. Pick up these and other great titles to expand your association library:

The Invisible Gorilla, And Other Ways Our Intuitions Deceive Us

By Christopher Chabris and Daniel Simons

199 Ideas: Member Service and Engagement

Author not listed on website, so confirming w/Baron

Maximum Engagement: Moving Members, Donors, and Customers to Ever-Increasing Levels of Participation

By David Gammel

199 Ideas: Powerful Marketing Tactics That Sell:

By Sheri Jacobs, CAE

For our complete list of titles, visit: www.asaecenter.org/bookstore

Missed some sessions? Get Your Content on the Run for Free!

All Marketing, Membership & Communications Conference attendees will receive one complimentary day of recorded sessions online! You may select the day of your choice OR receive the entire recorded conference at a special price of \$55 for online access. Content includes the audio synchronized to the PowerPoint of each presentation (as released for inclusion).

Two Heads Are Better Than One

With so much content to absorb, having an extra pair of ears around is not a bad idea. When one person from your organization registers, all subsequent colleagues from the same organization may register for \$745 (or \$945 for nonmembers). To take advantage of this offer, please contact Member Services at 888-950-2723 (in Washington, DC, 202-371-0940) and ask for the MMCC colleague rate.

It's a Paper-Lite Conference

ASAE is trying to reduce the amount of paper used at our conferences. This is an effort both to be responsible toward our environment and to increase the quality and timeliness of the resources provided through this learning experience. Electronic program materials and handouts will replace paper and will be accessible before, during, and after the program on the conference website.

Stay Connected With Twitter!

Get up-to-the-minute information and spread the word about the Marketing, Membership & Communications Conference (MMCC) by following ASAE's Twitter channel at <http://twitter.com/asaecenter> and the conference hashtag **#MMCCon**.

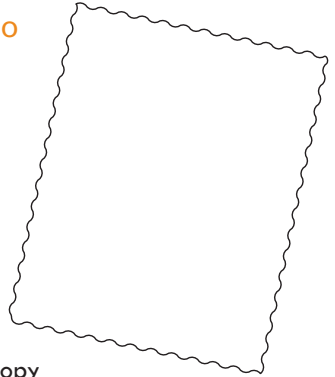
8:00 – 9:00 a.m. • Continental Breakfast & Exhibitor Showcase

Get caught up on all that happened last night, browse the bookstore to purchase your copy of the first General Session speaker's book, and chat with the exhibitors.

9:00 – 10:00 a.m.

General Session Session title will go here

Stay tuned for more details. Copy to come.
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10:15 – 11:30 a.m. • Learning Labs

Delivering the Hits: Using PR to Tell Your Story and Change Minds

Three years ago, the Society of Hospital Medicine (SHM) realigned its PR focus to concentrate on promoting specific messages, measuring hits, and delivering small but important media victories. In 2010, SHM and its members were featured in the New York Times and received dozens of high-quality media hits that changed the minds of their most critical audiences. Learn how to identify your association's most compelling stories, how to promote those stories to the media, and walk away with a customizable scoreboard for evaluating your media success.

Brendon Shank, president, Brendon Shank Strategic Communications

Todd Von Deak, MBA, CAE, VP, operations & general manager, Society of Hospital Medicine

Find the Right Channels for Your Multi-Modal Marketing Campaign

Learn how to employ multiple and synchronized marketing modes to drive your next marketing campaign for membership, event registration, or any other association initiative. Review blog posts, webinars, eBooks, email, direct mail, websites, video, news releases, social media tools,

and more to help determine what channels are best for your association. Identify which modes are right for your association, when and how to implement them, and how to measure success.

Dave Martin, VP, marketing & content, Electronic Retailing Association

Betty Whitaker, director, membership and marketing, American Nurses Association

Limited Resources Engagement Ideas: Do's and Don'ts

Trying to get your members, non-members, or staff to become more connected to your association? Hear about successful and not-so-successful strategies to engage vendors and sponsors in your association. Review unusual tactics and activities that embrace technology and social networking to encourage your members to become a vibrant and contributing part of your association community.

Linda S. Chreno, CAE, IOM, director, marketing & communications, American College of Phlebology

Beverly I. Levy, CEBS, CAE, SPHR, VP, Management Solutions Plus, Inc.

Caryl Tynan, director, membership services, American College of Phlebology

MMC 101: Stop the Blastoff: e-Marketing for Results

Associations almost exclusively use email to communicate with members but many associations are missing the mark. Understand the importance of using reporting and analytics to gain key insights into your members' needs to deliver effective, relevant, and personalized communications. Hear how one association has used targeted and customized email marketing to improve member engagement, increase conference attendance, and maximize ROI. Leave with the top tips learned so you can implement a similar strategy at your association.

Shawn Boynes, CAE, senior director, education, Association for Professionals in Infection Control and Epidemiology

Lori Ely, marketing manager, Informz

Artesha Moore, senior director, membership & technology services, Association for Professionals in Infection Control and Epidemiology

New Member On-Boarding: Extending the Honeymoon

Because attracting new members is financially expensive and a drain on resources, it is more important than ever to retain your current members. Learn how the Pennsylvania School Boards Association maintained and engaged its membership by incorporating an on-boarding program during the new member 'honeymoon phase'. Find out what an on-boarding program entails and understand what you need to get started in creating and implementing an on-boarding program at your own organization that is the right fit for your membership base.

Cindy Pace, assistant executive director, communications, and

Brian Posey, director, marketing, Pennsylvania School Boards Association

The Total Package: How to Move People to Action

Marketing should be a two-way street between an association and its members. Better understand what your members want so you can create tailored messaging that will generate enthusiasm and spur your members to action. Walk away with realistic solutions that you can implement immediately to get your members to engage with your organization.

Sheri Jacobs, CAE, president and chief strategist, Avenue M Group

Jennifer McNally, director, editorial operations, SmartBrief, Inc.

11:30 a.m. – 1:00 p.m. • Networking Lunch & Exhibitor Showcase

This is your last chance to connect with key solution providers to get all your burning questions answered! Grab some lunch and meet one-on-one with representatives from various marketing, membership, communications, and technology service-related suppliers. They can help you explore the latest and greatest tools on the market for associations and non-profits!

1:00 – 2:15 p.m. • Learning Labs

6-Week Social Media Work Plan

Social media takes time. What can you really accomplish in 6 weeks? More than you think! Hear how one association implemented a 6-week work plan to tackle their stickiest social media challenges. Learn how to listen and respond quickly, develop inter-departmental support, and identify how to track official and unofficial outposts on pages such as Facebook, Twitter, LinkedIn, and blogs. Walk away with your own 6-week work plan to transform your association's social media efforts.

Audrey Caldwell, MBA, senior manager, communications, American Society of Civil Engineers

Lindy Dreyer, chief social media marketer, SocialFish

Lauren Swartz, social media intern, American Society of Civil Engineers

Develop Response Ability—Secrets to Getting Email Replies

Laugh as you learn in this cutting edge, fast paced session filled with practical tips—that won't cost you a dime! Hear time-saving, proven solutions to make your emails stand out in the crowd, and how to get over a 90% response rate to your emails. Walk away with 30-plus proven email tools to get people to read and reply to your messages! Receive onsite coaching to analyze your own emails to determine what can be improved and gain useful tips to get the most out of your marketing and sales efforts.

Karen E. Purves, MA, international speaker, Innovative Impact

From Thought to Message: A Writing Workshop

Communicating clearly with staff and your members can make or break your retention and recruitment numbers, and contribute to the success or failure of your programs. But in order to improve your messages for the most impact, you must practice the craft of writing throughout your career. In this interactive workshop, you will write, edit, and discuss writing samples, as well as identify the basic rules for writing and editing that you can immediately apply and share with colleagues back at the office. Bring along writing samples of your own, or from other sources, to help uncover the key elements of powerful messaging and to help strengthen your own writing skills now and in the future.

Cecilia Sepp, consultant & writer, CS Association Services

Let Your Members Drive Your Web Strategy

Domino's "oh yes we did" and Microsoft's "Windows 7 was my idea" campaigns demonstrate the power of customer feedback. Learn how to listen to your members to successfully apply their feedback to improve member engagement and satisfaction with your website. Hear how two different associations changed course mid-stream to refocus their Web strategies based on feedback from their members—and increased member retention and revenue as a result. Walk away with a 10-step planning guide for increasing member retention and finding new sources of revenue online.

Susan Fussell-Whiteside, VP, communications, National Confectioners Association

Cecilia Satovich, director, client solutions, Results Direct

MMC 101: Make Your Database Work for You

Learn how to manage your AMS to leverage your current data in order to enhance marketing and communications efforts for your members, events, and any other products and services your association provides. Hear how other associations have used their databases to improve customer service, increase marketing effectiveness, and advance their organization's mission. Identify new sources of data you should be collecting to manage your member information efficiently to achieve communications success.

Wes Trochil, president, Effective Database Management, LLC

Revitalize Your Member Referral Program

Member referral programs can be quite effective if done correctly. Learn how one association took their member referral program to the next level. Walk away with ideas to enhance your current program by getting your members and staff more engaged in the process to get the most out of your efforts.

Amanda Lowinske, marketing account manager, and

Betsy Ross-Bothe, APR, marketing manager, American Society for Quality

2:30 – 3:45 p.m. • Learning Labs

Avoid the 5 Ways Associations Undermine Their ROI in Creative Services

Many associations spend handsomely for creative copywriting and graphic design services without getting the full value out of the investment. Examine the five common errors in hiring and working with creative service providers, and hear ways to overcome them. Learn how to determine if a creative service provider is the right fit for you and develop meaningful criteria to evaluate their work.

Paula Ashley, creative director, Next Year's News

Lee Bryan Claassen, CAE, association management professional

Branching Out: Increase Engagement and Retention of Fringe Member Groups

Sure, you are serving your core member groups, but what are you doing to welcome your fringe member groups who are born out of evolution of the specialty or expansion of your organization's mission. Learn how to grow the additional segment(s) while winning your members' loyalty despite competition in the marketplace. Through a series of case studies, hear how enlisting member partners, making the right programmatic choices, and employing interactive communications tactics can help break down barriers and ensure your organization branches out successfully into new markets.

Laura Bicchi, marketing specialist, and

Alexandra Bickel, associate director, marketing communications, American College of Cardiology

Effective Mobile & Social Media Marketing Strategies

If 2010 was the year of social media, 2011 is the year of mobile. Learn how your association can leverage mobile technologies and how to include them as a key component of your overall marketing, communications, and social media strategies. Learn the key differences between mobile web pages and mobile apps, and where the opportunities are. See examples of the most innovative mobile apps available now and preview emerging mobile trends you can use to expand member benefits, satisfaction, and ultimately improve retention.

Kathleen Simpson, manager, knowledge communities, The American Institute of Architects

Michele Sullivan, manager, engagement strategies, Higher Logic

MMC 101: Something Old, Something New in Communications

Learn how to develop a highly effective communications brief for your organization to ensure everyone is on the same page when it comes to your mission, goals, and desired association results. Sound like a typical session? Think again! This energetic and unique format will feature Pecha Kucha (pronounced pech-a-kuch-a), a creative global presentation phenomenon to tell a story with just 20 slides at 20 seconds each. Walk away with the tools you need to develop a valuable communications brief, and understand how to create a pecha kucha presentation as well as the various uses for the unique format.

Ann Ranson, president, CSR-3 Marketing

My Job Is Marketing, Membership & Communications—How Do I Manage?

Wearing too many hats and struggling to stay on top of it all? You're in luck because this panel discussion will share how to overcome being overwhelmed, overworked, and under-resourced. Learn how to manage the many divergent tasks demanding your attention, and incorporate useful and inexpensive tools into your work style so you can be more effective in your current role, and with any future career endeavors.

Bonnie Fedchock, MS, executive director, National Association of Catering Executives

Liane P. Kluge, CAE, VP, Association of University Programs in Health Administration

Selling Sponsorships Out of the Box

Sponsorship is more than just creating a package, assembling a mailing list, sending out an invitation letter, and assuming that money will come pouring in. It is a matter of targeting the right buyer, understanding their needs, customizing an offer, and then delivering on your promise. Learn how to identify new sponsors that are right for your association and find out how to generate 20% more in sponsorship dollars this year!

Sylvia Allen, president, Allen Consulting, Inc.

Dean D'Ambrosi, director, membership recruiting, Construction Financial Management Association

REGISTRATION

Online: www.asaecenter.org/mmcc

Phone: 888-950-ASAE (2723) or 202-371-0940

(in Washington, DC)(8:30 a.m. – 5:30 p.m. EST)

You can also get details regarding Circle Club, transportation, and more! If you require special accommodations to fully participate, please attach a written description of your needs.

Registration Fees

\$845 for ASAE Members

\$1045* for nonmembers (*Includes a one year ASAE membership.)

Registration includes access to the General Sessions, Learning Labs, exhibit hall, attendee-only handout website, daily breakfast and lunch, and one reception.

Walter E. Washington Convention Center
801 Mount Vernon Place, NW
Washington, DC 20001

(Do we have/need specific room locations here?)

Hotel Information

When booking your room with either hotel, please reference ASAE and the Marketing, Membership & Communications Conference to receive the discounted rate.

Embassy Suites Hotel

900 10th Street, NW
Washington, DC 20001
202-739-2001

Rate: \$249 single, \$274 double

Cutoff Date: March 30, 2011

Renaissance Washington D.C.

999 Ninth Street, NW
Washington, DC 20001
202-898-9000

Rate: \$269 single/double

Cutoff Date: March 30, 2011

Confirmation

You will receive an electronic confirmation of your registration from ASAE immediately and an additional confirmation reminder within 15 days prior to the start of the program.

Nonmembers

ASAE memberships are individual. If you are not a member, please pay the nonmember rate and you will receive a one-year ASAE membership in addition to your program registration. For more information about becoming a member, please contact our member relations team at 202-626-2727.

Circle Club Members

Contact your Circle Club Concierge directly to register. Interested in a Circle Club membership? Call 202-326-9518 or email concierge@asaecenter.org.

Earn CAE Hours

Full conference attendees will be eligible to receive up to 12 Certified Association Executive hours for attending April 26-27, 2011.

Consent to Use of Photographic Images

Registration and attendance at or participation in ASAE meetings and other activities constitutes an agreement by the registrant to ASAE's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

Cancellation Policy

Attendance cancellations must be received within five business days before the program begins. A \$75 cancellation fee will apply. There are no refunds for cancellations received less than five days before the program and no-shows will not be refunded.

Money Back Guarantee

Our goal is to provide truly exceptional offerings and service, and we won't be happy until you are. If any programs, products, or services of ASAE do not fulfill our promise, we will make the situation right or refund your money.

Official Attendee Roster

ASAE's Member Service Center must receive your registration no later than one week prior to the conference to be listed in the official pre-registered roster that will be available on the conference website.

mm&c 2011
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April 26-27, 2011

Prepare to converge...

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