

2013 Nonprofit Marketing Conference Schedule

DAY ONE | MONDAY, JULY 15, 2013

8:00 – 11:00 AM

PRE-CONFERENCE TUTORIALS

Tutorial A: Your Nonprofit is Using the Internet Wrong! (And What to do About It)-STUDIO D

James Hutto, Managing Project Director, Valeo Online Marketing

Unless you can say with confidence that your nonprofit organization is getting an “A+” for your Internet marketing efforts, then you do not want to miss this workshop! You’ll begin by assessing your organization’s website and online marketing activities, then veteran digital marketer James Hutto will walk attendees through the most common mistakes that organizations both large and small are making across various online marketing channels. You will learn actionable tips about optimizing everything from your website to your Facebook page, and email marketing efforts. Along with this review of fundamental Internet marketing strategies for nonprofits, you will create an action plan based on the assessment you gave your organization. Bring your laptop and be ready to dive in at this interactive workshop!

Tutorial B: Giving Great Presentations is Easy, It's the Preparation that's Hard-STUDIO E

Rob Kubasko, President and Creative Director, Iguana, Inc.

This session will explore the essential ingredients to giving better presentations. We’ll review essential strategies for creating the right story, giving it a compelling style, how to add sizzle that will capture your audience and doing it all while keeping sane. We’ll also review tools (Powerpoint, Keynote, Prezi and more) as well as basic design principles for message and data and simplify the secrets to better public speaking. Participants are encouraged to bring their real world presentation nightmares to the session so we can fix them live and in person.

Tutorial C: Rock Your Content-STUDIO F

Melanie Spring, Principal, Sisarina

It used to be you could hang a shingle out & be busy with customers. Now we have to be strategic and help our customers find us. Content Marketing is how you gain a competitive edge on your market in 2013. In this workshop, we'll find your voice, figure out your platforms, and write a content marketing plan. It's up to you to rock your content.

11:00 AM– 1:00 PM

INDIVIDUAL PEER-TO-PEER PROBLEM-SOLVING SESSIONS-SALON 7

Meet one-on-one with leading experts in nonprofit marketing to gain valuable insights and actionable guidance related to your specific challenges. Feel free to bring your organization’s materials and questions with you. Sign-up sheets will be available at the Conference Registration Desk. Limited space - Be sure to arrive early for registration!

12:00 PM – 1:00 PM

BOXED LUNCHES PROVIDED FOR ALL REGISTERED CONFERENCE ATTENDEES-PREFUNCTION FOYER

1:15-1:30 PM

WELCOME & OPENING COMMENTS-SALONS 1-4

Clair Diones, Chair, 2013 Nonprofit Marketing Conference



2013 Nonprofit Marketing Conference Schedule

1:30 – 2:30 PM

KEYNOTE PRESENTATION-SALONS 1-4

Jeff Boal, Partner/Founder, PlowShare Group Inc.

Innovative PSA's Across Channels

With today's ever changing channels (TV, Radio, Outdoor, Print and Social Media) how are national nonprofit Public Service Advertisement (PSA) campaigns ensuring that they are effective and measured? A leading nonprofit and their agency the Plowshare Group will share the process that was used to create breakthrough results.

2:30 – 3:00 PM

NETWORKING BREAK IN EXHIBIT HALL-PREFUNCTION FOYER

3:00 – 4:00 PM

BREAKOUT ONE: Tools for the Nonprofit Marketer-STUDIO B

The Importance of Creative Video in Your Marketing Strategy

Paul Driscoll, Director of Marketing and Creative Services, American Association for Cancer Research

Marketers with limited budgets for creative resources need to think more strategically about their presence across all channels and video is an important part of the mix. Want your message to get attention? Go viral! It's not only the weird neighbor or cute baby that can make a video go viral. With the right message, graphics and placement, your video can be seen around the world in a matter of seconds. In this session you will learn tips and techniques for getting your marketing message out via high-impact videos that have multiple uses in emails, on websites, and social media sites including YouTube. Learn the process from design to delivery and see examples that contributed to successful campaigns.

BREAKOUT TWO: Nonprofit Marketing Management-STUDIO D

Cause Marketing-Partnering with Non Profits

Trish Cluff, Associate VP Strategic Relations and Marketing, University of Virginia Health System

Organizations have long taken advantage of opportunities for cause marketing, predominantly for the purposes of fund raising. Examples include McDonald's and Ronald McDonald Houses; and Children's Miracle Network and Children's Hospitals. In addition to these opportunities, there are distinct benefits for non-profits and not-for-profits to collaborate. Examples include a local hospital with the American Cancer Society of American Heart Association (think Red Dress). This session will explore the function, opportunities, risks and rewards for cause marketing for a variety of purposes including but not limited to fund raising and awareness building.

BREAKOUT THREE: Nonprofit Marketing Success Case Studies-SALON 5

The AMA "Accelerating Change in Medical Education" Initiative and \$10 Million RFP Public Rollout

Rodrigo A. Sierra, Chief Communications and Marketing Officer, SVP, American Medical Association;
Allison Romer, Vice President, Enterprise Marketing, American Medical Association

The American Medical Association is working to shape a better, healthier future – not just for patients and physicians, but for the country as a whole. In this session you will learn how the AMA launched its "Accelerating Change in Medical Education" initiative, generating extensive awareness and engagement and exceeding their response rate goals by 100% using social media, earned media, email and online marketing.



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4:15 – 5:15 PM

KEYNOTE PRESENTATION-SALONS 1-4

Paull Young, Director of Digital, charity: water

Reinventing Charity Through Digital: The Story of charity: water

Paull Young is the Director of Digital at charity: water, a non-profit devoted to bringing clean and safe drinking water to people in developing nations. Regarded as one of the leading digital non-profits, charity: water was the first non-profit to reach 1 million Twitter followers and has 75% of its revenue come through digital channels. Paull will share the latest in digital marketing trends, as well as what to look for and best leverage in the coming year.

5:15 – 6:30 PM

OPENING RECEPTION IN EXHIBIT AREA-PREFUNCTION FOYER

Networking activity and raffle prizes!

7:00 PM

DC DINE-AROUND—COMMUNITY DINNERS

Join us for dinner at local restaurants for cocktails and dinner accompanied by one of our resident nonprofit marketing experts. Sign up for the topic/coach combination of your choice and join the group for a rousing roundtable of dinner, discussion and fun. Sign-up sheets will be posted at the Conference Registration Desk.

2013 Nonprofit Marketing Conference Schedule

DAY TWO | TUESDAY, JULY 16, 2013

7:45 - 8:30 AM

CONTINENTAL BREAKFAST IN EXHIBIT HALL-PREFUNCTION FOYER

8:30 – 9:30 AM

KEYNOTE PRESENTATION-SALONS 1-4

Nick Wrenn, VP of Digital Services, CNN International

Beyond the Press Release: Getting the Media's Attention in a Digital World

The opportunity for nonprofits to reach journalists has diversified in the digital age. Is your nonprofit pitching to media in the most successful ways? CNN has worked successfully with many nonprofits on strong stories that connect audiences all over the world. Nick Wrenn, Vice President International Digital Services, CNN will demonstrate how nonprofits can blend traditional news pitches, storytelling and social media to successfully reach media and elevate their cause.

10:00 – 11:00 AM

BREAKOUT ONE: Tools for the Nonprofit Marketer-STUDIO B

Innovations in New Product /Service Development Research

Bob Hull, Vice President, TRC

The presentation considers four new approaches to conducting product/service development research across the various stages of the development life cycle: ideation, feature prioritization, and optimization. Each approach addresses the reality of today's business climate – smaller budgets and fewer resources – and focuses on less getting “more with”. The discussion of the approaches is then followed by a case study showing how mobile can be an effective “more with less” platform for conducting quantitative research.

BREAKOUT TWO: Nonprofit Marketing Management-SALON 5

The New Look of Putting Children First: Jumpstart's Approach to Rebranding

Leah N. Brunson, Director, Marketing & Communications, Jumpstart

Branding in the nonprofit sector is starting to reach a pivotal inflection point. While some organizations continue to use their brands as a fundraising vehicle, many nonprofits are developing a more strategic approach, managing their brands to build organizational capacity and drive brand consistency (Kylander and Stone, 2012, *Stanford Social Innovation Review*, “The Role of Brand in the Nonprofit Sector”).

In an effort to achieve even greater social impact, Jumpstart, a national early education organization, recently underwent a complete overhaul of their brand, redefining the organization's identity, messaging and overall approach to brand communications. This was the perfect opportunity for Jumpstart to evaluate the four essential elements of a good brand, including what makes the organization different, authentic, easily understood and relevant across internal and external audiences. In this session, you will learn how Jumpstart is transforming its identity to gain widespread visibility and engender strong, positive feelings with supporters.

BREAKOUT THREE: Nonprofit Marketing Success Case Studies-STUDIO E

Using New and Traditional Media for a Community-Based Outreach Campaign

Jane VanBergen, Publicist and Public Relations Consultant

Hospice is a philosophy of care that provides holistic and palliative end-of-life care, caregiver support and bereavement services to those facing a terminal illness. In this session you will learn how one local hospice in a highly competitive landscape used website & digital marketing, outstanding content and dynamic pictures to increase awareness and generate all-time high levels of participation in their gatherings and special events.

11:00- 11:30 AM

NETWORKING BREAK IN EXHIBIT HALL-PREFUNCTION FOYER



Tweet Live: #AMANP

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11:30 AM – 12:30 PM

BREAKOUT ONE: Tools for the Nonprofit Marketer-SALON 5

Falling in Love With LinkedIn

Maria Semple, Principal, The Prospect Finder LLC

Do you have a LinkedIn profile and you're unsure what to do next? And how can LinkedIn really help you find volunteers, Board members and donors for nonprofits? If these are the questions YOU have about LinkedIn, then you're not alone. Join Maria for a session that will help clarify it all for you. She will cover:

- Your personal profile vs. your organization's profile
- Free customized searches using Board Connect to help you to proactively prospect this database of 175+million people
- The role LinkedIn can play in your organization's overall social media strategy

BREAKOUT TWO: Nonprofit Marketing Management-STUDIO B

How to Be a Good Bad Guy: Managing Up and Managing Down for the Greater Good

Deirdre Maloney, President, Momentum LLC

Marketing itself might be fun, but managing your marketers can be a whole different story, especially when it comes to having a hard conversation about performance. Another tricky scenario? Managing *up* to staff and board leaders who love to dabble and dawdle in the marketing arena. Managing down and managing up are different challenges, but they also have a few things in common. Each one takes careful thought, careful messaging and a whole lot of careful finesse. How can you keep people engaged in marketing while also having those challenging conversations about performance, strategy and appropriate roles? Come to this session and explore it all, plus learn the practical steps to actually have the hard conversation...and feel good about it when it's over.

BREAKOUT THREE: Nonprofit Marketing Success Case Studies-STUDIO E

Integrated Marketing: "SaveMy401k.com – Protect My Piggy!"

John Phillips, Chief of Marketing, ASPPA; Shana Glickfield, Partner, Beekeeper Group

"SaveMy401k.com—Protect My Piggy!" is an integrated marketing, media relations and social media campaign. It was developed and launched in the fall of 2012 by the [American Society of Pension Professionals & Actuaries](#) (ASPPA) in response to the perceived threat to 401(k) plans posed by tax reform. The campaign's goal is to encourage 401(k) plan participants across America to collectively send 250,000 emails to Congress via the [savemy401k.com](#) website. The message is simple: "Keep your hands off my retirement savings!" The campaign's objective is in alignment with ASPPA's strategic plan "to preserve and enhance employer-sponsored retirement plans" such as the 401(k).

12:30 – 1:45 PM

2013 NONPROFIT MARKETER OF THE YEAR AWARDS LUNCHEON-SALONS 1-4

2:00 – 3:00 PM

BREAKOUT ONE: Tools for the Nonprofit Marketer-STUDIO B

Creative Content Marketing

Patricia Seaman, Senior Director, Marketing and Communications, National Endowment for Financial Education

Creating unique and engaging content is an effective way to capture attention, engage an audience, and motivate behavior change. Learn how to generate creative content that gets media, consumer, and donor attention. Get tips on how to squeeze every drop of value from it by repurposing it throughout other channels such as your website, Twitter and Facebook. Using examples from the nonprofit personal finance world, Patricia will walk you through the process, from conception to unique, memorable framing and message construction to effective delivery and distribution. Learn why the Hollywood box office can be your friend, and what to do first in a content marketing strategy.



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BREAKOUT TWO: Nonprofit Marketing Management-SALON 5

Keeping Your Brand Vibrant-Panel Discussion

John Berry, CEO & Executive Director, The Society of St. Vincent DePaul; Kamili Wilson, Director Strategic Positioning & External Relations, AARP Foundation; Seth B. Spiro, Director, Brand Marketing and Advertising, American Red Cross; Susan Josephson, Senior Manager, Brand, Advertising and Member Engagement, American Institute of CPAs; Moderator: Kay Keenan, President, Growth Consulting

Nonprofit audiences are broad and diverse and increasingly distracted by information, images and messages from competing organizations and new nonprofits are springing up left-and-right, further diverting audience attentions.

Find out

- how established nonprofit brands stay fresh and relevant in this competitive environment;
- how to use the brand to engage and attract new volunteers, donors and other stakeholders to your organization;
- the new and innovative ways nonprofits tell their brand stories to stay top-of-mind among audiences;
- the methods organizations use to contemporize their brands; and
- how to get leadership and staff on board with a rebranding effort.

Four panelists from some of the oldest, most established nonprofits provide expert insights into brand audits, rebranding efforts and keeping those brands vibrant.

BREAKOUT THREE: Nonprofit Marketing Success Case Studies-STUDIO E

Surround Sound and Multimedia Approach to Mar-Comm Strategy Leads Family Charity to Reach 2012 Fundraising Goals

Jennifer Smith, Sr. Director Marketing, Communications & Special Programs, Ronald McDonald House Charities

RMHC unites a system of local chapters together to provide stability and empower families with the resources they need to get and keep their kids healthy and happy, particularly when in need of significant medical treatment. In this session you will learn how RMHC created a “surround sound” multimedia approach to bring their marketing communications strategy to life, which allowed them to meet their fundraising and awareness goals during a highly competitive time for charitable giving.

3:00 – 3:30 PM

NETWORKING BREAK IN EXHIBIT HALL-PREFUNCTION FOYER

3:30 – 4:30 PM

KEYNOTE PRESENTATION-SALONS 1-4

Brooke McMillan, The Online Community Manager, LIVESTRONG Foundation

Live Time: Crisis Management

Social media changes the way we handle a crisis or does it? Livestrong’s Director of Social Media will share with us how they managed through Lance Armstrong resigning from the organization he found, his appearance with Oprah and how they have moved on successfully. She will share lessons learned and what she will do the next time a crisis comes her way.

4:30 – 6:00 PM

NETWORKING RECEPTION IN EXHIBIT HALL-PREFUNCTION FOYER

More raffle prizes!

6:30- DC DINE-AROUND—COMMUNITY DINNERS

Join us for dinner at local restaurants for cocktails and dinner accompanied by one of our resident nonprofit marketing experts. Sign up for the topic/coach combination of your choice and join the group for a rousing roundtable of dinner, discussion and fun. Sign-up sheets will be posted at the Conference Registration Desk.



2013 Nonprofit Marketing Conference Schedule

DAY THREE | WEDNESDAY, JULY 17, 2013

7:45-8:15 AM **Continental Breakfast-PREFUNCTION FOYER**

8:15 – 9:15 AM

BREAKOUT ONE: Tools for the Nonprofit Marketer-STUDIO B

How to Empower Staff to be the Voice for the Organization through Social Media

Danielle Brigida, Senior Manager of Social Strategy and Integration, National Wildlife Federation;
Farra Trompeter, Vice President, Big Duck

As communications patterns have shifted to a reality where everyone is the spokesperson for your nonprofit, how you and your colleagues use social media can greatly impact your organization's reputation and relationships with the community. Learn how you can use the blurring lines between personal and professional brands to market your nonprofit, and how to train staff through social media guidelines and internal communications tools.

BREAKOUT TWO: Nonprofit Marketing Management-STUDIO D

Driving Engagement: The Henry Ford's Lifecycle Strategy

Martha Bush, Senior VP, Strategy, SIGMA Marketing; Betty Speyer, Manager, Consumer Engagement, The Henry Ford

To increase membership and grow revenue in a tough market, The Henry Ford, “America’s Greatest History Attraction,” turned to analytics, marketing technology and data-driven marketing strategies to improve visitor conversion, member engagement, loyalty and retention. Since 2011, The Henry Ford has worked to evolve their marketing strategies from mass audience to one-to-one, data-driven engagement using the best of predictive analytics and marketing technology. Using analytical insights like lifestage, lifestyle, customer value, and engagement levels, the marketing team is creating a communication strategy that is targeted to the needs of its audiences. Learn the five key customer insights that can create a data-driven strategy shift in your organization and the tools to help you deliver more relevance to all your audiences.

BREAKOUT THREE: Nonprofit Marketing Success Case Studies-STUDIO E

Seeing is Believing: On-Site Events as a Tool for Improving Brand Perception

Beth Wilmart, Strategic Marketing Consultant, Kaiser Permanente Northwest

Kaiser Permanente Northwest strives to ensure every patient receives the medical care they need to “live long and thrive.” Serving the Oregon and Washington communities, Kaiser Permanente Northwest decided to open a new hospital, the first in 40 years, and needed to improve overall brand perception so that consumers will choose the company’s health plan and seek care from its facilities. This presentation will show how the organization used research and direct mail to invite prospects to “sneak-peak tours” to show them firsthand the benefits of joining Kaiser Permanente Northwest.

9:15 – 10:15 AM

BREAKOUT ONE: Tools for the Nonprofit Marketer-STUDIO B

Crowdfunding and the Future of Philanthropy for Higher Education

Abby Adair Reinhard, Co-Founder & CMO, USEED;
Morgan E. Estabrook APR, Senior Manager, Marketing and Communications, University of Virginia Innovation

Donors increasingly demand greater control over where their dollars are going, and more accountability on how they are spent. At the same time, it has never been more important for non-profits to make investments in their operations, an area often overlooked or undervalued by donors, and nonprofits are being tasked with getting creative in their fundraising efforts. Crowdfunding has risen to become the #1 source of donations to charitable causes online. Learn how the University of Virginia is using crowdfunding to advance promising research discoveries, and explore how you can use crowdfunding to meet donors where they are and win their support for your needs.



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BREAKOUT TWO: Nonprofit Marketing Management-STUDIO D

Better Utilizing Metrics/Key Measurements

Jeremy Ryan, VP, Digital Services, Lipman Hearne

For nonprofit organizations, measurement of multi-channel programs requires a well-coordinated mix of qualitative and quantitative assessment. This may include website/platform metrics; social listening and measurement; call-center performance and engagement; funds raised against goals and across channels; and many others, depending upon the goals and structure of the organization. Each component can be packaged and analyzed in an iterative reporting process, providing actionable recommendations for ongoing optimization of marketing campaigns. In this seminar, Jeremy will share advice on how many nonprofits can create more meaningful measurement systems and dashboards to help better gauge their performance in moving audiences from awareness to affinity.

BREAKOUT THREE: Nonprofit Marketing Success Case Studies-STUDIO E

Creative Brand Building: Changing 100 Years of Preconceived Notions

Andy Goldsmith, Vice President, Creative & Brand Strategy, American Cancer Society

In the last 100 years, the American Cancer Society (ACS) has turned cancer from a taboo topic into a rallying cry for change, ushering in an era where more people survive the disease than ever before. This presentation will demonstrate how in 2008, ACS used market research findings to introduce a refined brand, “the Official Sponsor of Birthdays,” and deliver an integrated communications strategy that allows the organization to continue to deliver its important mission today.

10:15 – 10:30 AM

NETWORKING BREAK IN EXHIBIT HALL-PREFUNCTION FOYER

10:30 AM -12:00 PM

CLOSING KEYNOTE PRESENTATION-SALONS 1-4

Social Media Panel: Engage Your Audience

Eric Laurence, Politics and Advocacy Manager for Facebook (Moderator); Kaiya Waddell, Government, Politics and Advocacy Client Partner for Facebook (Panelist); George Alafognis-Government, Politics, and Advocacy Client Partner for Facebook (Panelist); Anastasia Khoo, Director of Marketing, Human Rights Campaign (Panelist); Beth Carpenter, Social Communications Manager, AARP (Panelist)

Facebook has worked with many nonprofits to bring awareness to their cause and drive real online and offline actions. Facebook and some of their most innovative clients will talk about the latest and greatest features, what campaign strategies have worked well, and share how to cultivate long-term engagement—beyond the Facebook Like.

12:00 Closing Remarks and Final Prize Drawing-SALONS 1-4

