

Optional Tutorials to Augment Your Conference Experience!

Please note there is a separate registration fee of \$350 for members/\$390 for nonmembers. The tutorial fees are in addition to the regular conference registration rates. To register, please call Customer Service at 800.AMA.1150.

[Tutorial A | Your Nonprofit is Using the Internet Wrong! \(And What to do About it\)](#)

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, and 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](#)

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](#)

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.