

DigitalNow 2011 Agenda

EVENT DATES

April 7-9, 2011 (Thursday, Friday, Saturday)

LOCATION

Disney's Grand Floridian Resort & Spa
4401 Floridian Way, Lake Buena Vista, FL 32830

APRIL 7, 2011

6:45am-8:00am **St. Augustine C/D** **Breakfast**

8:00am-9:45am **Grand Ballroom 4 & 5** **General Session: Opening Keynote**

Tomi Ahonen, Author, Educator and Evangelist for New Technologies

Tomi Ahonen is the world's leading authority on making money with advanced wireless services and the undisputed global evangelist for successful mobile applications. At public conferences Tomi has described over 1,000 existing services making money today in mobile, while his books outline over 700. Tomi will present and describe the nearly incomprehensible impact that mobile has and will continue to have for associations and will explore and examine the ways in which mobile technologies and mobile culture are influencing business models up and down the people chain.

9:45am-10:05am **Grand Ballroom 6** **Conference Break**

Fusion e.community Resource Center: The Resource Center is your place to consult with digitalNow partners who offer tools, solutions, and product demonstrations. These digitalNow partners know the needs of associations.

10:05am-11:15am **St. Augustine B**

"Connectonomics:" Exploring Needs to Connect Online

- Edwin Wong, Director of Strategic Insights, Yahoo!

Many executives will tell you that being present online is a critical component in their marketing and communication plans. However, given the explosive growth of social networks, content sites, and the rise of the mobile Web, channel planning has become a challenge. Edwin Wong from Yahoo! will talk "connective media" both social and mobile. When it comes to social connections, discover: Needs - Understand that all online communication is driven by basic need-states and understanding them will help your organizations drive higher engagement; Channels - Uncover the different channels consumers use to help you navigate the Web and how that should dictate the channel used for marketing communications. The key is context strategy planning; Receptivity - Fix in on where consumers are most receptive to marketing messages on lifestyle and specialty, and review sites; Segments - Not all segments are created equal. Communication patterns between men, women and generations differ.

10:05am-11:15am **St. Augustine C/D**

Anywhere and Everywhere: How Global Connectivity is Revolutionizing Your Association

- J. Clarke Price, CAE, President & CEO, Ohio Society of CPAs
- Stephen J. Welch, Senior Vice President, Communications, American College of Chest Physicians
- Carla Balakgie, CAE, CEO, Electronic Transactions Association
- Jody Holtzman, Senior Vice President Thought Leadership, AARP
- Richard Yep, CAE, CEO, American Counseling Association
- Ann Turner, Executive Director, American Association for Laboratory Animal Science

Where is your association on the mobile adoption continuum? Whether you're a small fish or a big one, and whether you're just beginning to dip your toes into the mobile waters, or are in up to your neck in experimentation and risk mitigation, one thing is certain: You have to start swimming. This panel will explore the various stages of mobile adoption; the issues that arise when your board, staff, and members are all at varied stages; and how to determine what steps to take and where to hedge your bets.

APRIL 7, 2011

10:05am-11:15am Whitehall

Going Global, Part I - Globalization and Governance

- Greg Balestrero, Former President & CEO, Project Management Institute
- Mark Langley, President & CEO, Project Management Institute
- Thomas Loughlin, CAE, Executive Director, American Society of Mechanical Engineers
- Mary Power, Executive Director, Human Resource Certification Institute

A conversation today among association professionals rarely ends without at least one question about globalization. How are you addressing membership around the world? How did you make the decision to go global? Was it staff driven, board driven, or did you reach the decision together? What did you tackle first? Membership or value, dues, or prices? How did IT change when developing an IT strategy? These are tough questions facing all senior association executives today. Come to this triad of sessions to hear from the experts on these and other questions related to the emerging global organization. Session 1, Globalization and Governance: A critical key in every organization is the ability to lead and make decisions correctly. In global organizations, these decisions are compounded by distance, culture, and differing value propositions. This session focuses on building a governance model that is prepared and capable of setting strategy and making decisions as an organization moves from a national to a global service model. How do you develop strong and competent volunteer leaders? How does their work relate to the duties and responsibilities of their job? How do you balance strategy setting, fiduciary responsibility, and administration? These and other key questions will be answered by seasoned professionals. Session 2 is being held on Thursday at 11:25am in Whitehall. Session 3 is being held on Friday at 10:05am in Salon 2.

10:05am-11:15am Salon 1

Innovation Readiness: How Do You Rank?

- Lynda Patterson, CAE, President and Owner, Association Management Partners, LLC

In this session, we will review concepts of the "Innovation for Associations" white paper in an easy-to-understand format. Share survey results on your own innovation readiness score on your culture, processes, and resources. Develop ideas collectively to increase your innovation readiness by at least one level in the next year. Present an action plan for one association representative in your small group.

10:05am-12:35pm Salon 2

Disney's Approach to Brand Loyalty

- Nicole Lauria, Content Specialist, Disney Institute

Businesses can spend untold sums of money courting new business, or they can build on their existing customer base for a fraction of the cost. Learn the best practices and business strategies to win and retain loyal customers and employees.

10:05am-11:15am Salon 3

Delivering Value in the Eye of the Perfect Storm

- Andrew Calhoun, CAE, Vice President, Membership Services, Advanced Medical Technology Association
- Steven Redmond, CIO, AVP Technology, Advanced Medical Technology Association

The Advanced Medical Technology Association is serving an industry that is weathering the overall economic downturn and is experiencing unprecedented change in regulatory reform and legal oversight. At the same time, the association just finished its strongest year ever by delivering increased levels of engagement and advancing new value propositions. How can you make the most challenging times the most productive? In this session, you will gain concrete ideas on how to increase your recruitment and retention success from an association executive who made it happen. Learn to identify distinctive needs of sectors within your membership base and structure initiatives that address them. Make it easy for members and prospects to see why engagement with your group is an essential component to their success. Dive deeper into member segmentation, differentiation of needs, and effective communication.

11:25am-12:35pm Palm Beach

digitalNow Resource Center Partner Case Study: Linking State Associations with the National Association

- David Matthews, CIO, Senior Vice President, National Restaurant Association

In this session, we will describe the balance between a national association and the independent state associations representing the same industry. We'll discuss how to leverage the pooled resources while maintaining the independence of each group.

APRIL 7, 2011

11:25am-12:35pm Key West

Creating and Tracking Member Engagement

- Sherry Budziak, President and Chief Strategist, .orgSource
- David Martin, CAE, CEO/Executive Vice-President, Society of Critical Care Medicine

.orgSource and the Society of Critical Care Medicine will share success stories and strategies for improving member participation and overall engagement. Understanding member behaviors can provide an association with tremendous insights and increase both involvement and product sales. This session will be a strategic discussion on how an organization can create a strategy and put information systems and operations in place to track member activity, predict behavior through predictive analytics, and increase member engagement.

11:25am-12:35pm Whitehall

Going Global, Part II - The Organizational Dynamics of Globalization: Your Association Is Going Global – What's Next?

- Janice Lachance, CEO, Special Libraries Association
- Bruce MacMillan, C.A., President & CEO, Meeting Professionals International
- Gregg Balko, CAE, Executive Director, Society for the Advancement of Material and Process Engineering
- Dave Fellers, C.A., President, Dave Fellers Consulting

A conversation today among association professionals rarely ends without at least one question about globalization. How are you addressing membership around the world? How did you make the decision to go global? Was it staff driven, board driven, or did you reach the decision together? What did you tackle first? Membership or value, dues, or prices? How did IT change when developing an IT strategy? These are tough questions facing all senior association executives today. Come to this triad of sessions to hear from the experts on these and other questions related to the emerging global organization. Session 2, The Organizational Dynamics of Globalization: As a leader, one of the most “angst” producing situations is major change. Once strategy is set, and the organizational governance decides that the organization will “go global,” then the fun begins. What are the critical changes that must be addressed first? How are dues set in global organizations? How does value change from one local to another, and how does it affect your product and service mix? How do you correctly set and manage Board expectations when the organization decides to “go global?” These and other questions will be addressed by experienced professionals. See <http://www.fusionproductions.com/digitalnow/2011/Guide-to-International-Growth-in-Associations.pdf> Session 3 is being held on Friday at 10:05am in Salon 2.

11:25am-12:35pm Salon 1

Online Education Right: Merging Governance, Member Knowledge, and Staff Management

- Randy Swing, Ph.D., Executive Director, Association for Institutional Research
- Christopher Coogan, Chief of Staff, Association for Institutional Research

Building high-quality online education is not easy even though associations have ready markets and intimate understanding of what their members need to know. To make the best use of resources, strategic planning must take into account issues of intellectual property, governance, and staff roles to make the best use of resources. This session will provide an overview of the strategies used by the Association for Institutional Research to establish our Data and Decisions® Academy, including workflow, a custom learning management system, marketing, and evaluation.

11:25am-12:35pm Salon 3

Major Trends in Mobile Applications, Marketing, and Value Creation in 2011

- Patrick Mork, CMO, GetJar

In this session, we will examine key issues such as: How will professionals and consumers engage on smart devices? How will organizations rise above the clutter in an already crowded field of millions of applications? Superstore or Boutique approach? How will organizations monetize their applications? What should associations be thinking about? We will examine a case study of the Salvation Army to extract best practices.

APRIL 7, 2011

11:25am-12:35pm

Grand Ballroom 6

Demonstrative Workshops: Join us for demonstrations of some of today's cutting-edge tools. Get hands-on experience, talk to experts, and discover how you can apply tomorrow's technology to today's business. In this period, select 2 of the 3 demo workshops.

POD 1:

- Greg Artzt, CEO, General Sentiment

Listening to Consumer and Public Opinion in the Age of Social Media: The Internet and a social media revolution has forever changed the landscape of how individuals consume and share information and opinions. Now more than ever, it is incumbent upon executives to listen and listen fast. Do you have a "Chief Listening Officer?" How interactive are your advertising and marketing initiatives? Do you know what others in your industry are doing to create a response? These are the questions that WILL be answered by the brands and movements that will be successful over the next 5-10 years. Pouring money into Facebook ads and Twitter account management agencies is not enough. The media world is evolving faster than ever before, and this requires measurement to understand what is working, and what's not.. Understand why listening is important to all public-facing efforts including product development, advertising, marketing, PR, and communications.

POD 2:

- John McGeachie, VP, Group Accounts, Evernote

Give the People What They Want: The Future of Enterprise Software - Who Loves Their Software? Does anyone enjoy the tools they use at work? Does the term "enterprise software" even make sense anymore? Knowledge workers are very dependent on the ease and efficiency with which they can collect and use information they naturally seek out the most effective tools. With the proliferation of computing platforms and apps, the one-size-fits-all approach of many enterprise software models and even hardware deployments becomes less and less ideal. Consumer software and hardware choices are driving more and more enterprise IT decisions is this opportunity knocking on the door or chaos kicking it down? And why is Evernote hitting the sweet spot?

POD 3:

- Tyler Gaffney, Director of Business Development, WePay

Collecting Money Online for Non-profits: For most non-profits, accepting online donations is a must. Last year, overall donations fell by a median of 9%. In this same period, online gifts grew by 5%. If Americans are going to donate, they're most likely going to do it online. However, the online payments space is complex and difficult to navigate. The payment processing industry is particularly opaque and confusing. Pricing and terms are rarely straightforward and transparent, and most solutions require at least some technical sophistication. WePay has gained a reputation for providing an unprecedentedly simple, inexpensive, and transparent solution for collecting money online. The setup process takes less than a minute, the fees are unambiguous and lower than that of traditional merchant accounts, and the customer service is fanatical. More importantly, the experience for donors is unmatched in its simplicity. CNN has called WePay the "anti-PayPal," and the company has earned a reputation for "innovating where banks won't."

12:35pm-1:55pm

St. Augustine C/D

Conference Lunch

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1:55pm-3:25pm

Grand Ballroom 4 & 5

mLearning: The Future of Association/Non-profit Professional Education in a 7x24 Ubiquitous Access World

- David Metcalf, Ph.D., Director, METIL, UCF Institute for Simulation and Training
- Colin Forward, Research Associate, UCF ServiceWorks/Habitat
- David Rogers

What does the future of learning look like in light of mobile, games, and social media? Join David Metcalf, Ph.D., as he examines trends in value delivery, services, and monetization models. Gain a sneak preview and hear about current advances and cases that point toward our future landscape. Discuss common issues while implementing mobile solutions as part of an association's blended learning strategy. Session topics include mLearning Overview; Explore Innovative examples from young leaders that represent your next generation; Showcase of Leading-Edge Examples; Discuss Critical Learning Principles; Future Trends Microlearning on the Ground; Valuing mLearning and Monetization; Key Issues in this Emerging Discipline.

APRIL 7, 2011

3:25pm-3:45pm

Grand Ballroom 6

Conference Break

Fusion e.community Resource Center: The Resource Center is your place to consult with digitalNow partners who offer tools, solutions, and product demonstrations. These digitalNow partners know the needs of associations.

3:45pm-4:55pm

Grand Ballroom 4 & 5

Plenary: Discovering Your Essential Advantage

- Thomas Stewart, Chief Marketing and Knowledge Officer, Booz and Company
- John Mancini, President, AIIM International
- Velma Hart, CAE, Executive Director, Giving Initiatives and Alternatives, Inc.
- Mark Langley, CAE, President & CEO, Project Management Institute

The real source of strategic excellence does not reside in a superior understanding of market dynamics, but in deep knowledge of a company's or association's capabilities. By starting with capabilities, an organization can discover which opportunities it can successfully seize, i.e., where it has a right to win. Associations in particular are susceptible to strategic incoherence chasing after opportunities because they fit the mission or because they are the pet projects of key stakeholders. How can associations apply this strategic thinking to improve their ability to deliver results to their members?

3:45pm-4:55pm

St. Augustine C/D

Plenary: Harnessing Collective Intelligence

- Eric Bonabeau, Ph.D., Chairman, Icosystem Corporation

Open Innovation, Crowdsourcing, Crowdcasting, Information Markets, Social Networks, Wikis –do these words sound familiar or confusing? Probably both. Tapping into the power of collective intelligence, inside an organization or beyond its walls, has become a fashionable idea. But does it work? Well, not always. You have to understand the powers and perils of collective intelligence, when and why it does or does not work, before starting to rely on the wisdom of crowds. In this session Eric will describe the various types of tasks for which collective intelligence can create value and outline the organizational conditions that need to be met for successful execution. Numerous examples will be provided to illustrate each situation. The session will end with a short series of diagnostic questions addressing issues such as: Where can my organization leverage collective intelligence? What do I need to check or put in place to maximize my chances of success and minimize risk?

5:05pm-6:00pm

Grand Ballroom 4 & 5

General Session: Technology Showcases

Digital Metrics to Understand the Trade Association Customer

- Larry Freed, President & CEO, ForeSee Results

Trade associations that are committed to providing a superior member experience face a common problem – how to evaluate and benchmark performance with consistent, insightful, and actionable metrics that encompass the members' perspective. How many Web site clicks and page views are too many or too few? How much does social media impact your bottom line? Did calls to your organization meet customer needs? Behavioral analytics are missing the contextual customer perspective that can yield insight to grow your membership and your revenues. Learn how to apply science and art to quantify intangible qualitative factors that influence and predict cross-channel customer behavior not just report it.

Your Digital Identity

- Martin Kleppmann, Co-Founder, Rapportive

Technology is changing the way we communicate. It's always on; it's highly personalized; it's increasingly connected. Your ability to influence and engage the people you deal with depends on your digital identity, on knowing more about your contacts, and on using social media appropriately. Those who embrace the new tools to communicate better and network faster will build lasting relationships and engagement; those who don't, risk being left behind.

APRIL 7, 2011

6:00pm-7:30pm **Grand Ballroom 6** **Conference Reception and Technology Demonstrations**

POD 1:

- Martin Kleppmann , Rapportive

Meet with leading-edge technology innovators for demonstrations of some of today's cutting-edge tools. Get hands-on experience, talk to experts, and discover how you can apply tomorrow's technology to today's business. In this period, select 2 of the 3 demo workshops offered. Each 35-minute demonstrative workshop will be repeated. Rotation to the next pod occurs mid-way through the session. About Rapportive: At a glance all information is online about a person of interest. Rapportive will find all social and Web based data about the person and "mash up" into viewing area. Executives have online VIP treatment, fuller picture, enables your communication to be a richer experience. Association members changing emails/profiles - real-time updates on members and their activities. Personal tool.

POD 2:

- Tim Musgrove, Ph.D., Founder and Senior Research Fellow, TextDigger

Meet with leading-edge technology innovators for demonstrations of some of today's cutting-edge tools. Get hands-on experience, talk to experts, and discover how you can apply tomorrow's technology to today's business. In this period, select 2 of the 3 demo workshops offered. Each 35-minute demonstrative workshop will be repeated. Rotation to the next pod occurs mid-way through the session. TextDigger Semantic Search & Website Enhancement Demonstration: Increase your Web site's value and engagement through semantics. Explore how the next generation of search and content discovery utilizes context and semantics to improve the richness and findability of your Web pages. You'll see how to get started in minutes with TextDigger's semantic control panel, then add new content streams to your Web site covering the subject matter of your choice.

POD 3:

- Larry Freed, President and CEO, ForeSee Results
- Rick Jacobson, Regional Manager of Public Sector, Non-Profit & Associations, ForeSee Results

Meet with leading-edge technology innovators for demonstrations of some of today's cutting-edge tools. Get hands-on experience, talk to experts, and discover how you can apply tomorrow's technology to today's business. In this period, select 2 of the 3 demo workshops offered. Each 35-minute demonstrative workshop will be repeated. Rotation to the next pod occurs mid-way through the session. About ForeSee Results: Enterprise-level analytical and online reporting tools. Web sites and social media analytics. Establishing key metrics and providing broad data. Help organizations take decisive action. Professional and industry sector data, Fortune 500 and large associations.

APRIL 8, 2011

6:45am-8:00am **St. Augustine C/D** **Breakfast**

8:00am-8:45am **Grand Ballroom 4 & 5** **General Session: Keynote**

The Upside of Irrationality

- Dan Ariely, Author, Duke University

Using simple experiments, Dan studies how people actually act in the marketplace, as opposed to how they should or would perform if they were completely rational. His interests span a wide range of daily behaviors such as buying (or not), saving (or not), ordering food in restaurants, pain management, procrastination, dishonesty, and decision making under different emotional states. His experiments are consistently interesting, amusing, and informative – demonstrating profound ideas that fly in the face of common wisdom. Dan will discuss some of the challenges and underlying benefits of irrationalities in our day-to-day life. Using behavioral economic principles as a starting point, Dan will look at how these irrationalities affect our day-to-day behaviors both in the workplace and in our personal lives.

8:45am-10:05am **Grand Ballroom 6** **Conference Break**

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APRIL 8, 2011

10:05am-11:15am St. Augustine A

The Mobile Learning Revolution

- David Gagnon, University of Wisconsin - Madison

Mobile and hand-held computing is not simply a new package for old knowledge and practices. It is a fundamentally new participatory and mass media that lends itself to informal learning paradigms, contextualized and situated cognition, and distributed knowledge formation. In this session we will identify some key social institutions that have or will feel a shift from the introduction of mobile devices such as the iPhone and Android, then extrapolate into some current projects where design and research may produce entirely new classes of learning activity.

10:05am-11:15am St. Augustine B

Leadership in Agile Organizations

- Dennis A. Trinkle, Ph.D., Provost and Chief Academic Officer, Harrison College
- David Staley, Director, Goldberg Center, Ohio State University

Web 2.0 platforms represent a new kind of organizational form, a new way to organize the activities of groups of people. "Platform" organizations are emerging in a number of settings, from Wikipedia to the so-called "New Invisible College." These new organizational forms have important implications for our notions of governance, management, and leadership. David Staley will identify the main features of "platform" organizations, drawing from experiences leading such an organization and will argue that agile software development principles such as "self-organizing teams and adaptation to changing circumstances" prove especially helpful in understanding and managing platform organizations. Dennis Trinkle will speak to specific experiences he has leading change at Harrison College, especially the matrix leadership paradigm he has launched there.

10:05am-11:15am Salon 3

Swarms: The Rise of the Digital Anti-Establishment

- Marcia Stepanek, New Media Advisor and Adjunct Instructor New York University and Founding Editor-in-Chief, Contribute Media; Founder & Publisher, "Cause Global"

The evolution of the Web toward ever-more sophisticated and rapidly-organized social networks is giving rise to millions of new "cause-crowd" movements across business, politics and society. The phenomenon – driven by rapid advances in mobile technology, the evolution of social networks, economic unease, and the maturation of Millennials – is beginning to present institutional leaders with sizable new challenges and opportunities. This workshop will explore this new trend and identify the most common types of "digital swarms" and how they're influencing the status quo at home and abroad.

10:05am-11:15am Palm Beach

digitalNow Resource Center Partner Case Study: Satellite Broadcasting and Communications Association: Are you Afraid of the "M" Word? Email Marketing in a Mobile World

- Lori Ely, Marketing Manager, Informz
- Amy Hager, Communications Manager, Satellite Broadcasting and Communications Association

Associations almost exclusively use email to communicate with members, but the rise of mobile device usage – with 45% of Web mobile usage spent checking email – is leaving many in uncharted territory. Join us for this session and learn how to create effective email messages for your mobile members. Attendees can expect to learn how to design email for mobile, how you can incorporate text messaging into your marketing mix and strategy for increasing engagement of your mobile audience. Hear how one association successfully developed a mobile strategy to better reach their mobile members and increase their results.

10:05am-11:15am Whitehall

Exploring the Capacity to Innovate

- Arlene Pietranton, Ph.D., CAE, Executive Director, American Speech-Language Hearing Association
- Matthew D'Uva, CAE, President and CEO, Society of Consumer Affairs Professionals
- Andy Steggles, Chief Operating Officer, Higher Logic
- Jennifer Blenkle, CAE, Vice President, New Product Development and Innovation, ASAE & The Center for Association Leadership

An interactive and exploratory discussion that will examine building an association's capacity for innovation. The session will explore participants' views on why innovation is important, the notion of innovation as a continuum (i.e., incremental through breakthrough), and elements that are core to supporting innovation in an organization. The meta-objective of the session is an enhanced appreciation of why innovation matters and things those of us in the association community can do to foster it. The presenters will draw from our diverse backgrounds and shared experience

serving on a recent ASAE Task Force on Innovation to share specific examples of ways in which core elements such as people, leadership, culture, systems, and processes foster an association's capacity for innovation. Participants will be asked to engage in various discussion formats to share insights and resources from their own organizations and association experiences regarding these or other elements that foster innovation.

10:05am-11:15am Salon 2

Going Global, Part III - Technology, Global Interaction, and Community

- Greg Balestrero, Former President and CEO, Project Management Institute
- Carlos Fulcher, Worldwide Deputy Executive Director, Drug Information Association
- Frank Schettini, Vice President, Information Technology, Project Management Institute

A conversation today among association professionals rarely ends without at least one question about globalization. How are you addressing membership around the world? How did you make the decision to go global: was it staff driven, board driven, or did you reach the decision together? What did you tackle first? Membership or value, dues or prices? How did IT change when developing an IT strategy? These are tough questions facing all senior association executives today. Come to this triad of sessions to hear from the experts on these and other questions related to the emerging global organization. Session 3, Technology and Global Interaction and Community: Whether regional, national or global, IT strategies are crucial to implementing strategic initiatives, and maintaining relationships with and servicing members and customers. In a global organization, how do you develop an enterprise strategy? How does knowledge development and community relate to one another, and how does an organization integrate the two strategies to create a sense of "belonging" in a global organization? How can IT help manage the value proposition to the membership and other customers? These and other questions will be addressed by seasoned veterans.

11:25am-12:35pm Palm Beach

digitalNow Resource Center Partner Case Study: Aptify - Driving Improvements in Member Services

- David Frick, Vice President, Customer Care, Aptify
- Matthew Van Cleave, Vice President, Business Development, Aptify

One of the most challenging aspects of association management is member retention. At the National Motor Club (NMC), membership is offered by subscription, with renewals on a yearly basis. Their direct salesforce collects paper applications for membership which were manually processed through the company's database. NMC realized they needed an Association Management System (AMS) that could reduce costly manual entry of data by automating key membership processes. In this session, Aptify will discuss several "best practice" techniques NMC utilized to increase member renewals and better serve their members.

11:25am-12:35pm Key West

How Do We Get from "Here" to "There?" Making Social Technologies Real

- John Mancini, President, AIIM International

Social business is the use of social technologies and processes to improve internal collaboration and external customer engagement. It is more than simply setting up accounts on commercial services or even implementing enterprise social technologies. Instead, social business processes leverage social technologies within a culture of collaboration, openness, and sharing to streamline and improve the way organizations conduct business. How do I actually do this? Do I move beyond simply setting up a Facebook fan page and a Twitter account and calling it a day? How do I leverage mobile technologies? This session will cover an 8-step roadmap to help associations and non-profits truly build a social infrastructure within their organizations and to implement a social strategy 1) quickly, 2) responsibly, and 3) in the context of your core processes.

11:25am-12:35pm Whitehall

Future of Mobile Publishing: Redefining User Engagement and Member Value

- Greg Fine, CAE, Vice President, Marketing & Communications, Association for Corporate Growth
- Kim Howard, Editor in Chief, Association of Corporate Counsel
- Anne Zender, Vice President, Communications, AHIMA
- Carrie Hartin, Chief Operating Officer, Network Media Partners

The arrival of the iPad and Tablets along with the continued growth and evolution of the Kindle/Nook are all bringing a new focus to the digital publishing and a growing segment referred to as "mPublishing." At the same time, the expectations of members/users also continues to evolve as well, as "7 by 24" access is redefining the value of context, immediacy, relevancy, and location. Mobile forces us to think beyond the application and delivery channel medium, and more around the environment into which the content will integrate. The combination of changing user demands and supply formats is creating a robust sea change for communications. How associations navigate the Big M world from a business model, roles and responsibility, and delivery perspective will undergo significant change.

APRIL 8, 2011

11:25am-12:35pm Salon 1

Strategies for Adding Value with Emerging Learning Technologies

- Koreen Olbrish, CEO, Tandem Learning

New learning technologies are creating innovative ways to connect and learn, both inside your organization and with your community members. This session will provide immediate strategies that you can employ to leverage the communication, collaboration, and learning opportunities that emerging technologies such as games, 3D environments, social media technologies, and mobile technologies afford. Case studies and examples will show how other organizations are already employing new technologies to achieve better engagement and outcomes. Leave with a plan for how your organization can prepare for the future by strategically leveraging emerging technologies to achieve your organization's goals.

11:25am-12:35pm Salon 2

Caught Between Push and Pull

- Mark Golden, CAE, Executive Director/CEO, National Court Reporters Association
- Lisa Mullings, CAE, President, CEO, NATSO, representing America's travel center industry
- Richard Yep, CAE, Executive Director, American Counseling Association
- Arlene Pietranton, CAE, Ph.D., American Speech-Language-Hearing Association

John Hagel, John Seely Brown, and Lang Davison's, "The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion" argues that the era of "push" markets - in which future demand can be predicted and systems can be designed, calibrated and controlled to meet it - has passed. In its place, "pull" is emerging as the governing market principle, driven more by networks of people and resources, both within and outside of formal organizational structures, which engage to meet their needs in more flexible ways. Associations, in many aspects, are ideally positioned to tap into this market change, but are associations themselves locked into "push" systems of organization that will impede their success?

11:25am-12:35pm Salon 3

Mobile Boot Camp: Information and Strategies for Success

- Joy Liuzzo, Senior Director and 2011 North American Board Member, Mobile Marketing Association, InsightExpress

Venturing into the mobile space can make even the most seasoned professionals feel overwhelmed and panicked. This workshop will focus on everything you need to know to determine when and how to develop your mobile strategy. We'll go through how people are using their mobile phones; the critical steps in putting together a mobile strategy including content prioritization, measurement, and technical development; and an exercise to crowd source best practices to succeed.

11:25am-12:35pm Grand Ballroom 6

Demonstrative Workshops: Join us for demonstrations of some of today's cutting-edge tools. Get hands-on experience, talk to experts, and discover how you can apply tomorrow's technology to today's business. In this period, select 2 of the 3 demo workshops.

POD 1:

- David Gagnon, , University of Wisconsin

ARIS – A tool for creating new forms of mobile experience: Mobile devices provide more than a small screen to repackage existing forms of existing content. They allow us to create new kinds of locative experiences that leverage our physical contexts. In this hands-on workshop you will learn about ARIS, an open source, MacArthur-funded authoring tool for creating place-based, narrative-centric mobile games and stories that are situated in specific locations.

POD 2:

- Stuart Meyer, President and Founder, Social Frequency Media Communications

Five Internet TV strategies to strengthen member engagement, loyalty, and non dues revenue! Imagine your association or trade organization reaching living room TVs, tablets, and mobile devices with its own non-dues revenue driven HD television network full of targeted channels and original series-based niche programming. Now, imagine your loyal audience of members, non-members, and relevant stakeholders being able to interact with others and take action while watching your programs. This year, social video-based technologies have taken one major leap toward what will become the mainstream interactive Internet TV experience. For associations, the mainstreaming of Internet TV will move us from rudimentary information-based video content to a compelling channel-driven brand of creative storytelling. But, to leverage the value of becoming a specialized Internet TV based broadcast network, associations must begin to think, plan, and act like a TV broadcast network.

APRIL 8, 2011

POD 3:

- Greg Artzt, CEO, General Sentiment

Listening to Consumer and Public Opinion in the a Age of Social Media - The Internet and a social media revolution has forever changed the landscape of how individuals consume and share information and opinions. Now more than ever, it is incumbent upon executives to listen and listen fast. Do you have a "Chief Listening Officer?" How interactive are your advertising and marketing initiatives? Do you know what others in your industry are doing to create a response? These are the questions that WILL be answered by the brands and movements that will be successful over the next 5 to 10 years. Pouring money into Facebook ads and Twitter account management agencies is not enough. The media world is evolving faster than ever before, and this requires measurement to understand what is working, and what's not.

12:35pm-1:55pm St. Augustine C/D Conference Lunch

Fusion e.community Resource Center: The Resource Center is your place to consult with digitalNow partners who offer tools, solutions, and product demonstrations. These digitalNow partners know the needs of associations.

1:55pm-3:05pm Palm Beach

digitalNow Resource Center Partner Case Study: Mobile Trends for Non-Profits with George Breeden, TMA Resources

- George Breeden, CAE, Senior Director, Product Marketing, TMA Resources

This interactive session will discuss current trends in the mobile world and how non-profits are looking to increase their member services and e-commerce capabilities through this technology. The session will review the technologies and platforms that our members typically use and review recent industry research regarding mobile use and adoption. This discussion will help you understand what your members are doing now and may be looking for from you in the near future. We will talk about some of the types of functionality that non-profits might consider providing to their membership and constituencies. We will also be engaging the audience for their experiences and perspectives throughout the discussion. The session will not review or discuss non-profit specific commercial products, but will cover the material from the perspective of the member or constituent.

1:55pm-3:05pm Key West

Applying Marketing and Technology Best Practices – a Case Study from CPA2Biz for the AICPA

- Melissa Rothchild, Vice President, Marketing, CPA2Biz
- Michael Ham, Vice President, Product Management, CPA2Biz

In this session, Melissa Rothchild, Vice President of Marketing, and Michael Ham, Vice President of Product Management at CPA2Biz, will share their experiences in successfully preparing for and launching major Web sites, learning management systems, and key technology initiatives. They will also discuss online marketing best practices – lessons learned and KPIs related to Web analytics, social media, search engine marketing, and e-commerce merchandising.

1:55pm-3:05pm Whitehall

Building an Influential and Social Online Presence to Improve Your Bottom Line

- Walter Knapp, Chief Operating Officer, Lijit Networks, Inc.

Many organizations and associations have traditionally used offline or traditional marketing vehicles to recruit new clients and keep existing customers informed. In today's socially networked digital world, evolving your marketing and communications online can help decrease costs while increasing community involvement. In this session, Walter Knapp, COO of Lijit Networks, will provide executives with tools and techniques that help build and engage their community and improve their bottom line. Specific topics include online publishing and advertising, social media, and data analysis.

1:55pm-3:05pm Salon 1

Increasing Website Value and Engagement Through Semantics

- Michelle Mason, CAE, Managing Director, American Society for Quality
- Tim Musgrove, Ph.D., Founder & Senior Research Fellow, TextDigger

What if, instead of having to think of several different ways to phrase your search on the Web, all the reasonable variations could be intelligently and automatically presented to you? ASQ and TextDigger, Inc., collaborated to conduct a pilot to explore how a different kind of search tool that lets you control the semantics behind the search merely by picking which words are relevant to your query could increase Web traffic and engagement.

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1:55pm-3:05pm

Salon 2

Managing Innovation is About Managing Change

- Tom Hood, CPA, CITP, Executive Director/CEO, Maryland Association for Certified Public Accountants
- Brantlee Underhill, CAE, Director, Practitioner Markets, Project Management Institute
- Katherine B. Trahan, CAE, President and CEO, Safety Council LCA
- Maryjane Wurth, CAE, President and CEO, Illinois Hospital Association

Staying relevant is about managing change and reinventing your value proposition day in and day out. Hear from four association leaders about how they cultivate new sources of value and new ways of strategic thinking as they lead their organizations through transformation.

1:55pm-3:05pm

Salon 3

Engaging Millennials

- Maya Enista, CEO, Mobilize.org

The Millennial generation – defined by Mobilize.org as 80 million people between the ages of 13 and 33 – share with their Baby Boomer parents and grandparents a zest for community service. But tapping the potential of intergenerational partnerships can be hampered by different definitions and expectations of service and of collaboration. How can non-profit leaders respectfully and effectively engage dedicated individuals from all generations? What generational distinctions influence boardroom dynamics? What intergenerational partnerships really work? Drawing from America's Civic Health Index, released in September 2010 by the National Conference on Citizenship, this highly participative session explores current attitudes about community service and generation-specific trends and challenges.

1:55pm-3:05pm

Grand Ballroom 6

Demonstrative Workshops: Join us for demonstrations of some of today's cutting-edge tools. Get hands-on experience, talk to experts, and discover how you can apply tomorrow's technology to today's business. In this period, select 2 of the 3 demo workshops.

POD 1:

- Brian Berg, MediaKube

The Magic Touch: Touch-based mobile devices such as the iPhone, iPad, and Android have radically changed the way we access and consume information remotely. Corporations, educational institutions, medical and government agencies are scrambling to evaluate how these devices can enhance information distribution to employees, students, and customers, but many don't understand how to design for the touch screen experience. Join us for this presentation where we will clearly define the benefits of touch-based applications, compare and contrast delivery platforms, and offer concrete action points to consider before launching your own mobile touch screen initiative.

POD 2:

- John McGeachie, VP, Group Accounts, Evernote

Give the People What They Want: The Future of Enterprise Software - Who loves their software? Does anyone enjoy the tools they use at work? Does the term "enterprise software" even make sense anymore? Knowledge workers are very dependent on the ease and efficiency with which they can collect and use information - they naturally seek out the most effective tools. With the proliferation of computing platforms and apps, the one-size-fits-all approach of many enterprise software models and even hardware deployments becomes less and less ideal. Consumer software and hardware choices are driving more and more enterprise IT decisions. Is this opportunity knocking on the door or chaos kicking it down? And why is Evernote hitting the sweet spot?

POD 3:

- Mary Glenn, Director, Telligent

World Class Communities: The Characteristics of Community Excellence: Social online communities are the "new normal." However, not every community is successful. Using existing customer use cases as examples, Telligent will discuss how to create and maintain a world-class community that meets the objectives of your organization.

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3:05pm-3:25pm Grand Ballroom 6 Conference Break

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3:25pm-4:35pm Grand Ballroom 4 & 5

Plenary: Future Of Mobile Commerce: Driving User Engagement And Brand Awareness Through Mobile

- Michael Becker, Managing Director, North America, Mobile Marketing Association

Mobile is fundamentally changing how we interact with constituencies. As you look at mobile and consider its ability to generate commercial transactions, it is important to understand two things. Mobile is: 1) a direct channel, and 2) an engagement tool for traditional media and marketing practices. Industry leaders say direct mobile commerce will be \$2 billion to \$7 billion annually in the U.S. between now and 2014; however, and more importantly, they also predict that it influences \$255-\$330 billion in sales at traditional retail and e-commerce sites. Mobile is not just about transactions – it is about engagement both directly through the eight mobile media paths and traditional media. Learn how.

3:25pm-4:35pm St. Augustine C/D

Plenary: Exponential Changes in Mobile Learning: Implication and Opportunities for Associations

- Tyson Greer, CEO, Ambient Insight

This presentation will include an overview of the mobile learning industry, trends, market catalysts, and inhibitors. Greer will discuss key findings from Ambient Insight's latest mobile learning market research, including location-based learning and other content types. The session will include examples of products and buying behaviors to help suppliers and investors understand this rapidly-growing market. The five-year compound annual growth rate (CAGR) for mobile learning across all buyer segments in the US is 13.7% and revenues will reach \$1.8 billion by 2015. The growth rate in the association and non-profit segment is nearly twice as high at 26.1%.

4:45pm-5:55pm St. Augustine A

The What and How of Assessing Best Practices

- Pamela Hemann, CAE, President, Association Management Services, Inc.
- Jeffrey Raynes, CAE, Principal, Designing Sustainable Models for Strategic Choices

Best Practices, Leading Practices and Conventional Wisdom are among the methods association executives might use to benchmark their organization. Finding the source for these measures is not easy. They are spread from pillar to post with no central repository, and too frequently they take a snapshot of one area rather than across the association. Can the digitalNow community help define best practices and create the missing central repository? In this segment of the General Session, we'll review the on-site survey feedback and see if we can answer the question.

4:45pm-5:55pm St. Augustine B

Association Organizational Model for the 21st Century

- Todd Mann, CAE, Chief Operating Officer, Associated Builders & Contractors

It's time for you to rethink your organizational model. With all the new forms of communicating occurring, associations must reevaluate whether we are structured to receive the data we need from our "customers" to effectively deliver value. By April of 2011, Associated Builders and Contractors (ABC) will have had a year under its belt of implementing an organizational model in which all the traditional divisions were "blown up" and in which association functions were instead organized purely around the immediate customer of each function. Metrics were established by both members and chapters. The results will be presented at this session.

4:45pm-5:55pm Palm Beach

Leveraging Open Source Web Technology

- Ben Martin, CAE, Product & Community Manager, NFi Studios

Open Source software is phenomenon that has revolutionized the Web over the past ten years. From online encyclopedias like Wikipedia, to Web browsing software such as Firefox, and even a full-blown operating system like Linux, Open Source is an undisputed rival to the corporate backed software solutions that have traditionally been our only options. But is Open Source free? Absolutely not! Join thought leader Ben Martin as he shares how the Virginia Association of REALTORS identified the value of using Drupal for the Web site revamp. This session will dive into the valid and obvious risks and concerns of using Open Source technology including security and support. This session will educate attendees to the benefits and challenges of utilizing Open Source technology for accomplishing organizational objectives. While costs associated with Open Source are little-to-none, there are various factors that should be considered before implementing the tools.

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4:45pm-5:55pm Whitehall**Engaging and Empowering the New Digital Volunteer**

- Grant McInnes, Director of BI and Software Development, Texas Medical Association

How can mobile technology enable your organization to become more agile as it relates to governance, policy, and operations? In this session, we will explore specifically how you can leverage iPad technology to empower and facilitate communications with board members and staff. We will also look at the pros and cons to such an initiative and demonstrate our process.

4:45pm-5:55pm Salon 2**How Mobile Technologies are Changing The Face of Associations**

- Sherry Budziak, President and Chief Strategist, .orgSource
- Stephen J. Welch, Senior Vice President, Communications, American College of Chest Physicians
- Debra Zirkle, Director, Online Services, Emergency Nurses Association
- David Martin, CEO and Executive Vice-President, Society of Critical Care Medicine

As the list of hot new mobile devices grows, associations are facing challenges and opportunities. These tools are changing the way that associations are operating and communicating with their stakeholders. Hear how other associations are using and planning mobile technologies. What impact is technology having in organizations and how should executives prepare for the future?

6:15pm-6:30pm Grand Floridian Convention Center porte cochere**All aboard the Magical Express for an unforgettable night out with Disney at Epcot!®****7:00pm-9:25pm Disney's Epcot!®****A night out with Disney at Epcot!®**

There's no better place for digitalNow to explore the future of technology than at Disney's premier technology pavilion – Innoventions at Epcot®. In this interactive technology playground filled with experiments and inventions, you can mix, mingle and exchange new ideas with fellow participants. This special private event pulls out all the stops with exciting culinary delights and Disney's special brand of innovation. It will be a night to remember.

9:15pm-9:30pm Buses return to the Grand Floridian

Have a great time, but be sure to get your rest, too – we're not done yet!

APRIL 9, 2011

7:00am-8:00am	St. Augustine C/D	Conference Breakfast
7:00am-8:00am	Salon 3	digitalNow Advisory Group Breakfast
8:00am-11:00am	Grand Ballroom 4 & 5	General Session: Closing Keynote

Future of Mobility

- Dr. Jame Canton

Mobility represents a fundamental shift in communications on the planet. The convergence of mobility and the web will offer a new era of smart connectivity. In this presentation leading futurist and author Dr. James Canton maps the future of mobility and its impact on business, society, and lifestyle. He will examine how mobile trends will enable entertainment, healthcare, education, sustainability, and collaboration. Find out what's next and how to prepare today for the mobile future.

Special Bonus Session: digitalNow Board Presentation Takeaway

Have you ever wished you had a way to collect all the valuable and compelling information you've gained at digitalNow, package it, and take it home to share with your board, volunteer leadership, or staff? Well, now you can. Join Hugh Lee, Don Dea, Pamela Hemann, Jeffrey Raynes, and Tom Hood for this special presentation intended to help prepare you to take the next steps toward execution by providing you with the presentation and discussion tools you need to impart crucial information to decision makers back home.

11:00am**Conference Close and Departures**