

# digitalNOW

Association Leadership in the Digital Age

**Be Seen. Be Heard. Be Trusted.**



Disney's Yacht & Beach Club, Lake Buena Vista, Florida

April 15-18,  
**2009**

**FUSION**  
PRODUCTIONS

Disney  
**INSTITUTE**

# WELCOME LETTER

To Our Valued Friends and Colleagues:

*We shall not cease from exploration  
And the end of all our exploring  
Will be to arrive where we started  
And know the place for the first time.*

These timeless words by T.S. Eliot eloquently express the uniqueness of DigitalNow 2009. While our exploration is far from over, the extenuating circumstances surrounding DigitalNow this year have brought us back to our roots, reminding all of us where we came from and why we started this incredible journey of exploration.

In the beginning, DigitalNow was intended to be an intimate experience where you could come face-to-face with your peers in a relaxed, open, stimulating environment; a time and place where you could share perspectives with people you trusted, and where you could get reliable information on key trends that affected the work you did every day. None of that has changed.

Over the years, our community has grown exponentially, thanks to the incredible contributions made by all of our attendees, speakers, and valued partners. While our 2009 attendance is smaller than in recent years, we remain steadfast in our mission. In fact, the conditions of our economic environment have presented us with the opportunity to design DigitalNow to serve you in some specific and concrete ways:

- Velma Hart, CAE, CFO and National Finance Director for American Veterans is leading a panel on economic forecasting for associations.
- Arlene Pietranton, CAE, and Executive Director at ASHA is moderating a discussion about leadership pathways, inviting you to take a critical look at your own career path.
- Trusted association leaders including J. Clarke Price, CAE, Paul Pomerantz, CAE, and Bruce MacMillan, CA, will be exploring the key issues you've told us are keeping you up at night. They are here to share their own experiences and advice about how you can meet increased member expectations, lower costs, and solidify your position in the marketplace.

Of course, that's just the beginning. We've invested our resources into providing you with A-list keynotes, speakers, and partners. Speaking of partners, we are extremely grateful to *Disney Institute*, George Aguel, and Anne Hamilton. Their support and the contributions of their "magical" team has helped to make DigitalNow 2009 a reality.

We recognize that many of you have had to leave valued staff members behind due to your own budget restrictions. It is our pleasure to make DigitalNow session content available to them through a series of online tools — including video and media from our keynote speakers. On our web site, you can find a full list of online resources to share with your staff members who couldn't be here. Visit [www.digitalnowconference.com](http://www.digitalnowconference.com). You can also use these tools to remain in communication with your teams and colleagues. Check out our web site for quick-start guides for these tools.

So while DigitalNow is different this year in some ways, it is also the same as it always has been: packed with powerful information, delivered by, for, and to a dedicated and intimate community of your peers.

We sincerely thank you for investing your resources to be here with us and we look forward to sharing a productive and rewarding DigitalNow experience with you.

Sincerely,

The DigitalNow Team

## FUSION E.COMM.UNITY™ RESOURCE CENTER

The Fusion e.Comm.unity™ Resource Center, a hands-on showcase for successful case studies and technology-based solutions, hosts service providers who have proven their value to associations. The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations. The Resource Center includes: Partner Conference Stations; Cyber Café; Executive Lounge; Fusion Productions' Hub; Conference Information and Demonstrations in CoP and eLearning; *Disney Institute* information area; Technology Demonstration Stations; Breaks; Reception; Meals.

### HOURS OF OPERATION:

**Thursday, April 16** 7:00AM — 7:30PM  
**Friday, April 17** 7:00AM — 3:50PM  
**Saturday, April 18** 7:00AM — 11:00AM

**Fusion Productions and Disney Institute would like to thank the following organizations and partners for their contributions to the 2009 DigitalNow Conference and the Fusion e.Comm.unity™ Resource Center:**



6:45 - 8:00 AM: Breakfast and Fusion e.Comm.unity™ Resource Center

SOUTH GRAND HARBOR BALLROOM

The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations.

8:00 - 9:45 AM: General Session

NORTH GRAND HARBOR BALLROOM

**Welcome and Introductions:** **Hugh Lee**, President and **Don Dea**, Co-founder, Fusion Productions

## Keynote



## Clay Shirky

*Here Comes Everybody*

In the emerging world of web-based collaboration and experimentation, organizations are learning that loosely coordinated groups may be the best way to work on large, complicated undertakings. The open source software industry is the most visible demonstration of this phenomenon. Collaborative networks are changing the face of media, entertainment, outsourcing and all technology-based industries.

We're witnessing the migration from an information economy (the work of the individual mind) to new forms of collective intelligence and collective effort. For good or for bad, this is a fundamental change in the way our society is structured. Clay illustrates these fundamental forces at work and how they will change the world's organizations and ultimately, us.

9:45 - 10:00 AM: Break and Fusion e.Comm.unity™ Resource Center

SOUTH GRAND HARBOR BALLROOM

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10:00 - 11:15 AM: Plenary

NORTH GRAND HARBOR BALLROOM

## Old School Meets New School at Association.org

Panel discussion with keynote, **Clay Shirky**

Moderated by **Bruce MacMillan**, CA, President and Chief Executive Officer, Meeting Professionals International (MPI)

Panelists: **Tom Hood**, Executive Director and Chief Executive Officer, Maryland Association of CPAs (MACPA); **Mark Langley**, Executive Vice President and Chief Operating Officer, Project Management Institute (PMI); **Robert Romasco**, Secretary/Treasurer, AARP Board of Directors

Association leaders and staff face daily challenges of ever-increasing business, advocacy and professional demands. Additionally, technology and a new generation of members and volunteers are emerging with new expectations and alternatives to traditional old-school education, meetings and networking. This panel will explore the question: How will associations manage value across the multiple generations and segments within increasingly complex and more dynamic financial models?

- Learning Outcomes:
- Understand generational paradigms and shifts.
  - Lead a changing business model.
  - Manage monetization risk and opportunities.
  - Project for generational risk and complications of the blend.
  - Consider changes and impact on governance.

Who Should Attend? Executives and Board members who are responsible for the role, operation, and growth of its association; those who are looking for ways to engage and add value to a blended membership

11:30 AM - 12:45 PM: Workshops

## Mobcasting the News

NORTH GRAND HARBOR BALLROOM

**Andy Carvin**, Senior Strategist for Social Media, National Public Radio (NPR)

One of the most important trends to come out of the Internet in recent years is the notion of crowdsourcing: getting large numbers of people to tackle small tasks and complete a major project in a decentralized way. At National Public Radio, senior strategist Andy Carvin has been mobilizing online communities to capture stories from hurricane season to the presidential election. In this talk, Andy will share how a network known for its radio broadcasting is now finding success in mobcasting - crowdsourced journalism. Andy was the founding editor and former coordinator of the "Digital Divide Network," an online community of more than 10,000 Internet activists in over 140 countries.

- Learning Outcomes:
- Understand the basics of crowdsourcing.
  - Gain insight in social media's uses in journalism.
  - Explore the role of crowdsourcing at NPR.
  - Brainstorm ways it can be used beyond journalism.

Who Should Attend? Executives who desire to examine a successful model for crowdsourcing, social media, and journalism within an organization that is blending an 'old school' demographic with a new school community

11:30 - 12:45 PM: Workshops (Continued)

## Creating a Culture of High Performance Without a Crisis

SALON 1

**Peter O'Neil**, CAE, Executive Director, American Industrial Hygiene Association (AIHA); **Marsha Rhea**, President, Signature i, LLC

A crisis creates fear and urgency to spur people into action. People are surprised to discover how much they can do with their backs pushed to the wall. Leaders can create and sustain a culture of high performance that releases an intense clarity of purpose, responsiveness, innovation, achievement and *esprit de corps* without a crisis.

- Learning Outcomes:
- Assess your team's performance on the make-or-break basics for highly-performing organizations.
  - Discover how you can change and evolve in ways that excite and inspire your leaders and staff.
  - Understand how to sustain a culture that respects results and the people who deliver them.

Who Should Attend? CEOs, senior staff executives and team leaders who need high performance and value harmony and want to assess how their culture can support both

## Governance, Leadership and Management in Uncertain Times

SALON 5

Panel discussion moderated by **Paul Pomerantz**, CAE, Executive Vice President, American Society of Plastic Surgeons (ASPS)

Panelists: **R. Scott Brunner**, CAE, Chief Executive Officer, Virginia Association of Realtors; **Robert A. Micek**, Staff Vice President, Finance & Administration/Chief Financial Officer, American Society of Plastic Surgeons; **Ann T. Turner**, Ph.D., CAE, Executive Director, American Association for Laboratory Animal Science (AALAS)

These challenging economic times provide new opportunities for association executives to demonstrate business leadership, but require strategies and skills that are different from the "good" times. This interactive session, featuring three case studies, will encourage a sharing of strategy and experience.

- Learning Outcomes:
- What has been the experience of participants relative to the economy?
  - What strategies have associations employed to maintain their financial viability?
  - What are the roles of governance, leadership and management during these times?

Who Should Attend? Executives who need to keep their governing bodies focused on the future and keep both board and staff morale high, while addressing economic uncertainty

## Aptify and SEMI: Staying Ahead of the Curve and Behind its Members

SALON 2

**Scott Stone**, Vice President of Sales, Aptify; **Gil McInnes**, Chief Information Officer, SEMI

SEMI selected Aptify's Association Management Solution (AMS) to address critical business issues. The fully integrated application enables business process improvements across meetings, programs, shows, membership, product order fulfillment, marketing, global customer data and international accounting.

- Learning Outcomes:
- Discover how one organization improved targeted business processes across an organization;
  - Addressed the challenges of processing currency in different countries and languages;
  - Increased and improved access to operational data;
  - Streamlined the event management process into one integrated management system.

Who Should Attend? Executives, CIO's, IT Directors, etc., who are interested in learning how association management software can help improve their business processes

## eLearning at the Tipping Point

SALON 6

Panel discussion moderated by **Sue Sedory Holzer**, MA, CAE, Chief Strategy Officer, American Academy of Otolaryngology — Head and Neck Surgery (AAO-HNS)

Panelists: **Cheri Lattimer**, RN, BSN, Chief Executive Officer, Case Management, Inc. (CMI); **Katherine B. Trahan**, CAE, President and Chief Executive Officer, Safety Council, Louisiana Capital Area

eLearning is the ultimate stimulus package! When travel budgets are being slashed and training monies are being grabbed with each round of tactical business action, how can associations stay engaged and continue to deliver value that members can see, hear and trust? Hear how association leaders have successfully implemented eLearning and how you can benefit from their experiences.

- Learning Outcomes:
- Discover how new technologies are enabling new learning models for associations.
  - Learn best practices that are leading associations to the next level.
  - Explore the right approach and "speed of implementation" that fits the culture of your members.

Who Should Attend? Association leaders who want a better understanding of how to design and implement a technology-enabled learning plan that will meet member needs and support financial goals

## Case Study: Utilizing Mainstream Cloud Computing Solutions to Save Money

SALON 8

**Sig VanDamme**, Founder, VanDamme Associates

Web-based tools designed for a user-friendly experience can enable you to provide improved collaboration capabilities and create greater efficiency. Listen to how the Ad Council of Rochester and the American Public Gardens Association are using Web 2.0 tools to save money and create organizational efficiencies.

- Learning Outcomes:
- Gain an understanding of cloud computing and the benefits for associations.
  - Understand how to leverage collaboration opportunities to improve efficiencies that everyone can afford.
  - Develop a perspective for ease of use combined with enhanced functionality.
  - See how one multi-billion dollar company has changed the way businesses and organizations are rethinking their IT infrastructure.

Who Should Attend? Users, technology leaders and C-level executives looking for a low cost but highly effective set of tools to replace some traditional tools used today

12:45 - 2:00 PM: Lunch and Fusion e.Comm.unity™ Resource Center

SOUTH GRAND HARBOR BALLROOM

The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations.

2:00 - 3:15 PM: Workshops

## Your Brain 2.0

NORTH GRAND HARBOR BALLROOM

**Phil Libin**, Chief Executive Officer, Evernote Corporation

Evernote is a revolutionary tool that serves as an upgrade for your brain. Anything you see, hear and trust can be collected and indexed with Evernote. Essentially, Evernote provides an external brain to help your association and members sort through the overwhelming amount of information that is surrounding you all the time and everywhere.

Learning Outcomes:

- Understand how to use Evernote to simplify information management and increase personal effectiveness.

Who Should Attend? Executives who find themselves with access to more useful information than they can effectively file for future reference; who want to learn more about cutting-edge personal effectiveness tools

## Using Web 2.0 Tools for Publishing Media 2.0

SALON 6

Panel discussion facilitated by **Amy Lestition**, CAE, Executive Director, Society of National Association Publications

Panelists: **Donn Greenberg**, Manager, Publications, Project Management Institute (PMI); **Carla Kalogeridis**, Editorial Director, Arion Media Services

From print and digital to social media, association publishing is evolving. Your association must participate in this evolution in order to deliver enhanced value and remain relevant. Add an extra “boost” to your publications and discuss the latest technology trends, the strategy behind using Web 2.0, the successes and how to avoid the pitfalls.

Learning Outcomes:

- Discover how associations are using Web 2.0 to enhance their publishing operations.
- Learn about Web 2.0 resources and tools and how they have been applied in small-, medium- and large-size associations.
- Explore the pros and cons of digital publishing, how to design for a digital edition and how to make the digital version pay for itself.

Who Should Attend? Chief executives and association media, publishing, communications and online executives

## Technology, Governance and Transparency

SALON 5

Panel discussion facilitated by **J. Clarke Price**, CAE, President and Chief Executive Officer, Ohio Society of CPAs

Panelists: **Wells Jones**, CAE, CFRE, Chief Executive Officer, Guide Dog Foundation for the Blind, Inc.; **Peter O’Neil**, CAE, Executive Director, American Industrial Hygiene Association (AIHA); **Richard Yep**, CAE, Executive Director, American Counseling Association (ACA)

How transparent are you willing to be? How transparent should you be in today’s world? Would you post your association’s 990 on the web? Why or why not? Do generational issues influence a willingness to be transparent? Join this panel for a discussion of the growing expectation for transparency and the challenges and opportunities today’s association leaders are facing.

Learning Outcomes:

- Discover how the culture of your organization impacts where you fall on the transparency continuum.
- Learn how you can or should provide context to the information you publish.
- Explore the differing views on transparency among generations.

Who Should Attend? Leaders who are seeking a balance between the transparency demand and information responsibility as it impacts their association (C3 and C6), members and staff

## Change Has Come... Using e-Learning to Keep Education Programs Viable

SALON 1

**George Markham**, Director, Education and Publishing, Direct Marketing Association (DMA)

eLearning is not just about online courses anymore. This session addresses the strategy, challenges and value of using technology-enabled education and training. If your association needs to find better ways to reach members with educational programming, this session can help.

Learning Outcomes:

- Understand why traditional approaches to association education programs aren’t working.
- Discover how to take a “blended” approach to professional development.
- Explore how education can be a strategic asset.
- Learn how much investment is required to incorporate eLearning and explore ways to monetize it.

Who Should Attend? Association leaders and anyone responsible for strategic planning or deployment of educational programming

## Balanced Scorecard Best Practices

SALON 7

**Ted Jackson**, Managing Partner, Chief Executive Officer and Executive Director, Ascendant Strategy Management Group; **Mark Langley**, Executive Vice President and Chief Operating Officer, Project Management Institute (PMI); **Thomas Loughlin**, Executive Director, American Society of Mechanical Engineers (ASME)

What are the benefits of implementing a Balanced Scorecard and what are the considerations and pitfalls unique to the association environment? Panelists in this session will promote an understanding of Balanced Scorecard concepts applied in an association environment as well as share examples and “war stories” of implementations.

Learning Outcomes:

- Gain a complete understanding of best practices in strategy management.
- Network with others who have implemented the Balanced Scorecard.

Who Should Attend? CEOs, Executive Directors and Directors of Finance and Strategy who want to learn best practices directly from their peers and get a better understanding of the Balanced Scorecard

**2:00 - 3:15 PM: Workshops** (Continued)

## **Adding Value to the Member Experience**

**SALON 2**

**Scott Milligan**, SPHR, Business Program Consultant, *Disney Institute*

Explore how Disney Parks & Resorts focuses its Cast Members (employees) and operating participants on continuous improvement in a rapidly changing and competitive environment. By pulling back the curtain of the Disney show, participants will discover the “Disney Approach” to delivering products and services that can also support the membership of organizations.

Learning Outcomes:

- Use Disney best practices to stimulate new ideas that you can adapt for use in your association.
- Understand the Disney Value Chain, which illustrates the place of a leadership-driven staff and membership experience.
- Discover the three paths for adding value to the member experience.

Who Should Attend? Association leaders who are interested in exploring improvements in leadership, employee excellence and member satisfaction to contribute to long-term growth

**3:15 - 3:30 PM: Break and Fusion e.Comm.unity™ Resource Center**

**SOUTH GRAND HARBOR BALLROOM**

The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations.

**3:30 - 6:00 PM: General Session**

**NORTH GRAND HARBOR BALLROOM**

## **Keynote**



## **Amber MacArthur**

Web Consultant, Strategist and Journalist

Amber MacArthur, a young media and technology professional, is uniquely and perfectly representing the modern day professional: blended, cross-functional, multimedia, multi-cultural and global. Her work covers everything from reviewing the top five iPhone applications to strategizing about social networks for professionals such as Tony Robbins.

With one foot anchored in traditional communications and relationships and the other splashing around in the river of new media, Amber will share the impact of social networking and technology tools on our society and how the social media “revolution” may affect associations’ membership growth and their ability to serve their members. See Amber take what is dated and refresh it. This integrated session will be full of media, technology demonstrations, audience engagement, and walk-out-the-door applications.

**6:00 - 7:30 PM: Reception, Technology Demonstrations and Discussion Pods, and Fusion e.Comm.unity™ Resource Center**

**SOUTH GRAND HARBOR BALLROOM**

Participate in technology demonstrations and discussion pods with cutting-edge innovators and thought leaders. Enjoy a Disney reception; plentiful, flavorful and festive. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine tools, solutions and product demonstrations. Connect to association leaders from across America.

## **Technology Demonstrations and Discussion Pods**

**Phil Libin**, Chief Executive Officer, Evernote

Evernote allows you to easily capture information in any environment using whatever device or platform you find convenient and makes this information accessible and searchable at any time, from anywhere. Did we mention that it’s free? Join Phil for a demonstration of this exciting, innovative tool and learn how you can gain greater personal and organizational effectiveness.

**Amber MacArthur**, Web Consultant, Strategist and Journalist

Directly following Amber’s keynote session, meet her at the demonstration pod. Amber will drill down and further demonstrate technology tools and explain their applications for your association. Bring your questions and explore more with Amber.

**Neil Roseman**, Chief Executive Officer, Evri

Evri is building a way for content to network — a way for that great article you just read to make meaningful connections with every other contextually relevant article, paper, blog, image, audio clip or video on the Web. Who better to walk you through a live demo of Evri than CEO Neil Roseman? Join him at this intriguing demonstration.

**7:00 - 8:00 AM: Breakfast and Fusion e.Comm.unity™ Resource Center**

**SOUTH GRAND HARBOR BALLROOM**

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**8:00 - 9:45 AM: General Session**

**NORTH GRAND HARBOR BALLROOM**

**Welcome and Introductions: Hugh Lee and Don Dea**

## Keynote



## Peter Hirshberg

*The Rise of the Audience*

The audience is up to something. An international phenomenon has emerged: people are creating their own content, learning from one another and gaining power. This global audience is breaking news stories, building communities, influencing brands and changing the way we get information. Bloggers now have authoritative voices and the most popular types of media (television, radio, news, movies) are being created and consumed in ways that undermine one-way forms of communication. The demand side is supplying itself, a shift that has profound impacts on news, mainstream media and entertainment.

Peter Hirshberg is at the epicenter of the noisy, connected world of online conversation. He is changing our thinking about marketing, branding and customer relationships. Using original and historical clips from computing and television, Peter examines examples of the clashes between the two cultures going back 50 years. He shares a look at why we are where we are and insights about what to do next.

**9:45 - 10:15 AM: Break and Fusion e.Comm.unity™ Resource Center**

**SOUTH GRAND HARBOR BALLROOM**

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**10:15 - 11:30 AM: Workshops**

**Social Media and the Semantic Web: The Future of Content Discovery**

**NORTH GRAND HARBOR BALLROOM**

**Neil Roseman**, Chief Executive Officer, Evri

“Social Media” and the “Semantic Web” are two of the most used (and overused) terms bandied about today. Smarter services and smarter content created by semantic and linguistic approaches, coupled with social interaction, is truly the next generation of Web discovery. This session explores why these two trends, working together, are the real future of content and media on the web.

- Learning Outcomes:
- Discover what Neil Roseman and his team at Evri are doing.
  - How will this next generation of Web discovery affect you as a content provider?
  - How could you use this technology and why?

Who Should Attend? Anyone who has an interest in helping current and potential users get more out of their existing content

**Pursuing an Educational Mission Virtually: Case Study of a Partnership Between AALAS and Whyville.net**

**SALON 2**

**Dr. James M. Bower**, Founder of Whyville.net, Chairman and CVO, Numedeon Inc.; **Ann Tourigny Turner**, Ph.D., CAE, Executive Director, American Association for Laboratory Animal Science (AALAS)

Over the past six months, the American Association for Laboratory Animal Science has worked with the children’s virtual world Whyville.net to develop a major new effort that educates children about the proper treatment of animals in everyday life as well as in animal research. This interactive workshop will explore the evolution of the project, considering issues and challenges from the point of view of each of the organizations. Presenters will describe the implementation and its novel approach to engaging children in a potentially controversial but important issue.

- Learning Outcomes:
- What are virtual worlds and how can they play a part in the educational mission of your association?
  - What are the practical issues in establishing such a project within a major association?
  - How did Whyville and AALAS work together to design and implement this project?
  - How might their experience apply to your association’s efforts to use web 3D as a part of its mission?

Who Should Attend? Anyone interested in the 3D Web or using virtual worlds to extend the reach and influence of your association, especially to children

10:15 - 11:30 AM: Workshops (Continued)

## CEO Wanted: Leadership Pathway

SALON 6

Panel discussion moderated by **Arlene Pietranton**, PhD, CAE, Executive Director, American Speech-Language-Hearing Association (ASHA)

Panelists: **Thomas A. Cooper**, EJD, CAE, Executive Director, International Anesthesia Research Society (IARS); **Bonnie Crabtree**, Managing Director, Korn/Ferry International; **Abe Eshkenazi**, CSCP, CPA, CAE, Chief Executive Officer, The Association for Operations Management (APICS); **John Mancini**, President, Association for Information and Image Management (AIIM); **David Neilsen**, MD, Executive Vice President and Chief Executive Officer, American Academy of Otolaryngology – Head and Neck Surgery (AAO-HNS); **Robert Romasco**, Secretary Treasurer, AARP Board of Directors

Everything in our environment is impacting the landscape of today's associations: technology, member demographic and the economy. As an association leader, are you prepared to respond to and interpret the trends that affect staff, members and other stakeholders even as you work to develop your career and participate in positioning your association for the future? Join this panel of association leaders and engage in a lively discussion as they share their experiences and stimulate you to think critically about your leadership pathway and skill set. Prepare yourself to deal with today's challenges and tomorrow's successes.

Learning Outcomes:

- Identify new ways to maximize your effectiveness as a leader, regardless of your background in association management or corporate management.
- Discover fresh approaches to the issues you deal with every day.
- Examine your career pathway and your contributions to the future health and stability of your organization.

Who Should Attend? Association leaders who want to come to a greater understanding of the influences on their own leadership style, maximize their effectiveness and have a lead role in preparing their association for future growth

## Predictive Marketing at Your Fingertips

SALON 1

**John E. Dorman**, CPA, Chief Operating Officer, Texas Medical Association; **Grant McInnes**, Director, Business Intelligence and Software Development, Texas Medical Association

Are you aware of the powerful predictive marketing tools that are free add-in options for Excel? Coupled with SQL server, these tools can provide an analysis of those attributes which are the best predictors of joining, purchasing or attending.

Learning Outcomes:

- Gain an understanding of basic predictive modeling concepts.
- See new Excel data mining tool add-in options demonstrated.
- Identify key attributes contributing toward joining, purchasing or attending decisions by your members.
- Apply those key attributes to your target markets.

Who Should Attend? Executives seeking ways to use existing member/customer information to assist in predicting joining, purchasing or attending decisions

## Preparing for the Brave New World

SALON 7

**Cheri Lattimer**, RN, BSN, Chief Executive Officer, Case Management, Inc. (CMI); **Michael Hoehn**, Senior Vice President, CMI; **Ted Howard**, Chief Innovation Officer, CMI; **Danielle Marshall**, Chief Operating Officer, CMI; **Robert Pruss**, Manager, Director of Communications, CMI

Moving a traditional association and its management staff into the digital age is no small task. In this session, discuss how to create a culture change with a positive execution strategy that will bring stakeholders into the implementation process, achieve positive growth and sustain business for the association.

Learning Outcomes:

- Review the strategic planning process and execution.
- Assess communication and messaging associated with culture and behavior change.
- Discuss the creativity of senior leaders to engage staff in moving forward and the organizational outcomes.

Who Should Attend? Elected officers and senior management staff

## Real-time Strategic Planning in an Uncertain Economy

SALON 5

**Matt Loeb**, CAE, Staff Executive, Institute of Electrical and Electronics Engineers (IEEE); **Mark Langley**, Executive Vice President and Chief Operating Officer, Project Management Institute (PMI)

Our economy may require that you set aside long-range strategic plans and shift your Board's mindset to looking at a shorter-term horizon. Speakers from PMI and IEEE will share how their organizations are stepping up to meet these challenges and will facilitate an ideas exchange as attendees share experiences, compare notes and ask questions.

Learning Outcomes:

- Help your Board make difficult decisions while navigating the current economic environment.
- Discover what to do and what not to do when developing a contingency plan.
- Leverage your organization's strength during the downturn to be stronger when the economy recovers.

Who Should Attend? CEOs and senior staff of both large and small associations who are responsible for strategy and organizational direction

## 11:40 - 12:40 PM: Workshops

### Social Media and ROI: How to Maximize Value

SALON 7

**Sherry Budziak**, President, orgSource; **Frederick Faulkner, IV**, Manager, Interactive Services, American Bar Association; **Greg Fine**, CAE, Director, Marketing and Communications, Association Forum of Chicagoland

Discover the difference between social media and social networking. How can you get your messages out with minimum cost? How can you quantify the benefits of social networking? How can you measure effectiveness? This session includes discussion of key issues, examples and case studies.

- Learning Outcomes:
- Discover what you can do to “get the word out” with minimum cost.
  - Effectively measure your efforts.
  - Quantify social networking activities.
  - Realize what to avoid.

Who Should Attend? Executives who need to gain greater understanding of the value of new media tools and their application to associations

### Personalization: Now Playing at an Association Near You

SALON 5

A panel discussion moderated by **John Mancini**, President, Association for Information and Image Management (AIIM)

Panelists: **Thomas A. Cooper**, EJD, CAE, Executive Director, International Anesthesia Research Society (IARS); **Sami Hassanyeh**, Vice President, Web Strategy and Operations, AARP; **J. Clarke Price**, CAE, President and Chief Executive Officer, Ohio Society of CPAs

Hear how four association executives are learning to embrace social media tools for associations, understand their members through the use of these tools and deliver unique value through increased personalization and engagement.

- Learning Outcomes:
- Discover how the meaning of “membership” is changing in this new environment.
  - Gain the lessons learned by people who are actively using social media tools.
  - Explore what the future looks like and what that means to the “business” of membership.

Who Should Attend? CEOs, membership, and IT leaders who need to make decisions about incorporating social media tools, personalizing the member experience and differentiating the tools for their association community

### Search and Share

SALON 8

**Matt Hester**, Information Technology Professional Evangelist, Microsoft Corporation

According to IDC estimates, information workers spend 15% to 30% of their work time just looking for information. Learn more about the Microsoft search solutions that can provide the people in your organization the ability to quickly find, use and share the right information — a capability that is critical to making better business decisions, being more productive and achieving greater business success.

- Learning Outcomes:
- Address the information problem and its implications.
  - Understand Enterprise Search.
  - Gain an overview of Microsoft Search Technologies.

Who Should Attend? Executives who need to optimize the resources of staff and self with enhanced search abilities

### Flash Causes: New Trends in Social Media for Social Change

SALON 1

**Marcia Stepanek**, President, News and Information-Contribute Media, New York; Publisher, Cause Global: Social Media for Social Change, and author of the upcoming book, *The Cause Web*

More nonprofits and associations are using Web 2.0 to invite mass collaboration to reap new converts, ideas and dollars. How goes the battle? A fast look at selected case studies with a discussion of what’s working, what isn’t and what’s next.

- Learning Outcomes:
- Understand “The Obama Effect” and why it matters to you and your organization.
  - Learn what works and what doesn’t.
  - Understand what the top 10 trends are and what they could mean for your organization

Who Should Attend? Executives who are charged with fundraising, membership, foundations and community initiatives

### Deciphering PCI Compliance: What Association Executives Need to Know

SALON 2

**Chris Mark**, MBA, CPISM/A, CISSP, CIPP, Founder, Society of Payment Security Professionals

Deadlines for PCI DSS compliance are fast approaching. The penalties and risks for non-compliance are daunting. This session will explore common data compromise trends, criminal data organizations, methods employed by data thieves to compromise data, strategies to protect data, the PCI DSS and tactics to comply with the standard.

- Learning Outcomes:
- Discover how data thieves steal data.
  - Understand data protection techniques.
  - Become familiar with PCI DSS compliance and penalties associated with non-compliance.

Who Should Attend? CIOs, CFOs, IT Managers and Risk Officers

## 11:40 - 12:40 PM: Workshops (Continued)

### Technology Demonstrations

SOUTH GRAND HARBOR BALLROOM

Demonstrations run 30 minutes each. Choose two demonstrations.

#### Mogulus

**Ben Martin**, CAE, Vice President, Marketing & Communications, Virginia Association of Realtors

Mogulus is a service for easy webcasting either for free or for a monthly fee. Associations can take the complication out of webcasting workshops, keynotes and other video media to members over the Internet by using this easy online service. Share your association with the whole world by sharing your Mogulus link.

- Learning Outcomes:
- Set up an account.
  - View existing webcasts or start webcasting.
  - Promote your webcasts over Web 2.0 media channels.

#### PageFlakes

**Wren Keber**, Technology Consultant, Fusion Productions

PageFlakes is a dashboard for the web, accumulating nifty tools, news and more onto one convenient screen. Associations can use PageCasts to push information out to members and conference attendees in real-time. Members can find everything about the association or a meeting on one convenient screen.

- Learning Outcomes:
- Discover PageFlakes and PageCasts.
  - Set up a PageCast.
  - Configure Flakes are for any association with ease.

#### People, Content and Collaboration Come Together

**Adonis Bitar**, Director, Sales Engineering

Telligent Community Server brings to life the digital networking of content and Web 2.0 social networking tools for maximum collaboration. See how organizations are realizing the power of user generated content, social networking and multi-media to bring the promise of Web 2.0 to life in creating value in collaboration.

- Learning Outcomes:
- Understand effective practices for launching and sustaining online communities and social networks.
  - Discover how social networks can be mined to provide powerful personalization and customization value-adds to members.

#### Association Review

**Brian Gleber**, Lead Developer, Fusion Productions

Association Review is a news and current events tool, a library, and a research tool for association professionals. Association professionals can share news and other stories that are of interest to their association or industry. They can learn of current trends and interact directly with what's happening in the world.

- Learning Outcomes:
- Explore social content promotion.
  - Create an account and submit stories.
  - "Bump" popular stories.

## 12:45 - 2:00 PM: Lunch and Fusion e.Comm.unity™ Resource Center

SOUTH GRAND HARBOR BALLROOM

The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations.

## 2:00 - 3:30 PM: Workshops

### Keynote

NORTH GRAND HARBOR BALLROOM

## Allen Blue



Co-Founder and Vice President, Product Strategy, LinkedIn

Web 2.0 has turned every reader into a publisher, every website into a discussion forum, and every group member into an organizer. Social networks have put the power of relationships, which once required thought and hard work, into the hands of anyone who cares to use them. It's no surprise that the traditional business participants — the company, the employee, and the association — are changing and finding a new balance.

While the user's value and choices have increased, associations are looking for ways to put these new technologies to work. Allen will share what LinkedIn has learned about social networks, how they see the emerging business landscape, discuss threats and opportunities for associations, and expose the value-add of the social Web to unique content, preeminence, and member engagement.

2:00 - 3:30 PM: Workshops (Continued)

## What's Your Association's Economic Forecast?

SALON 6

Panel discussion moderated by **Velma Hart**, CAE, National Finance Director and Chief Finance Officer, American Veterans

Panelists: **Daniel M. Bringman**, CPA, Manager, Raffa Wealth Management; **Joanne Duncan**, Senior Vice President and Chief Financial Officer, Credit Union National Association (CUNA); **Thomas Harlow**, CPA, CAE, Chief Financial Officer, American Academy of Otolaryngology — Head and Neck Surgery (AAO-HNS)

What's your association's 2009/2010 economic forecasts, and what are implications of these forecasts for strategic and tactical initiatives (membership, marketing, events, professional development, advocacy, etc.)? Explore how associations are leading and managing in this tumultuous economy.

- Learning Outcomes:
- Define value to beleaguered members and constituents under turbulent economic conditions.
  - Explore options for adjusting business models in an era of tight resources.
  - Take innovative approaches to planning and decision making; beyond cutting travel and discretionary spending.

Who Should Attend? CEOs and CFOs of associations who are experiencing the impact of the economy and must lead strategic financial planning in response

## The Next Generation in Search and Best Practices Today

SALON 7

**John Turnbull**, Chief Executive Officer, Thunderstone Software; **Barbara Lang**, Staff Director, Product Management and Business Development, Institute of Electrical and Electronics Engineers (IEEE)

Search, as a function, has progressed from a complex tool that only librarians or information specialists could use to an everyman's tool. Millions of people are able to find information on just about anything using search methods. Learn about what sort of information can be behind a search engine and how to make it more valuable to users.

- Learning Outcomes:
- Hear a case study from IEEE, the world's largest technical membership association.
  - Identify ways to make existing information more valuable.
  - Explore other sources of information you can use.
  - Discover how members can enhance the information available.

Who Should Attend? Executives who are responsible for leading strategies for user experience, communications or information management

## Demystifying Search Ontology: What is Google Doing That You're Not?

SALON 2

**Duane Nickull**, Senior Technical Evangelist, Adobe Systems

Things are not defined by the labels we give them. If they were, then search would be a simple matter of assigning labels to everything. The discipline of ontology says that the label is only part of the story. Ontology is the power behind semantic search engines such as Google. What's the best-kept secret about ontology? The tools and software it requires are already installed on your PC.

- Learning Outcomes:
- Walk away with 10 ontology ideas for your association that can be implemented right away, using the resources you own.
  - Learn to assess the potential ROI on each of these ideas.
  - Identify small steps to implement ontology that will increase value to members and extract information about your members using data you already possess.

Who Should Attend? Association leaders who want to deliver greater member value, without having to spend money to get started; who want to learn about the power behind effective search and how to tap into it

## Creating Value: Through Solving Tough Problems

SALON 1

**Michelle Mason**, CAE, Managing Director, American Society for Quality (ASQ); **Paul Borawski**, CAE, Executive Director and Chief Strategy Officer, ASQ

A wise person once said, "If all you have is a hammer, everything looks like a nail." So, what tools are you using to solve complex and dynamic business issues? How do you know if you have the right tools to use and when to apply them? There are many approaches, depending on the nature and the people involved. Learn how the time-tested tools and methods of quality can help you to confidently approach business challenges and create a culture that supports a relentless quest for improvement and fact finding — no matter how large or small.

- Learning Outcomes:
- Discover classic problem-solving tools.
  - Understand the use and application of quality tools to solve common association challenges.
  - Explore general approaches to continuous improvement: analysis, implementation, measurement and evaluation.

Who Should Attend? Executives faced with solving unique problems and those who want to explore new ways to solve problems

## Increasing Membership with New Media

SALON 5

Panel discussion moderated by **Sherry Budziak**, President, .orgSource

Panelists: **George Dearing**, Senior Corporate Evangelist, Telligent; **Stuart Meyer**, Marketing, Membership, and Communications Officer, Emergency Nurses Association (ENA); **Amith Nagarajan**, Chairman and Chief Executive Officer, Aptify Corporation

From Facebook and LinkedIn to YouTube and Flickr, social media can provide many new membership recruiting opportunities, help with retention and engage your members. Join this panel for a lively discussion on how associations are using social media to recruit and engage new members.

- Learning Outcomes:
- Learn about the key factors in a successful social media strategy.
  - Dispel resistance to social media by understanding the value it can bring.
  - Discover how a social media strategy may help you meet organizational goals more cost effectively.

Who Should Attend? CEOs and those responsible for recruitment and membership services

The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations.

## 3:50 - 5:05 PM: Workshops

### Creating and Leveraging a Digital Innovation Laboratory

SALON 7

**Pamela Schroeder**, CAE, Executive Vice President, Member Services, APICS the Association for Operations Management; **Greg Fine**, CAE, Director, Marketing and Communications, Association Forum of Chicagoland

Over the past five years, The Association Forum of Chicagoland has become a living laboratory for the association community. This did not happen by chance but was the result of deliberate planning, calculated risk taking and the ability to create a culture where risk-taking is not only supported, but encouraged.

- Learning Outcomes:
- Help volunteer leaders and staff overcome risk aversion.
  - Gain insight about effectively leveraging technology to foster innovation and provide value to members.
  - Create support for innovation and risk taking in staff and volunteer leadership.

Who Should Attend? CEOs and senior leaders who want to gain greater benefits of innovation while controlling risk

### Making Business Alliances Work

SALON 2

**Katherine B. Trahan**, CAE, President and Chief Executive Officer, Safety Council, Louisiana Capital Area

As global markets become more complex, yet maintain a need for local expertise, and as industries in media, communications and their supporting technologies converge, competition intensifies. Creating, building and managing successful alliances are critical capabilities to associations and nonprofits of all sizes.

- Learning Outcomes:
- Create alliances that enable you to focus on what you do best, while leveraging assets to save time and cost.
  - Attain and maintain internal alignment.
  - Evaluate and consider relationships best suited with potential partners.
  - Discover how the Safety Council forms relationships with other synergistic organizations to best meet members' needs, and why you should be doing the same for your association.

Who Should Attend? Executives seeking to extend their value and their resources by forming strategic partnerships

### Benchmarking Association Social Media Best Practices

SALON 8

**Ben Martin**, CAE, Vice President, Marketing and Communications, Virginia Association of REALTORS®

You've heard enough talk about associations and social media. Now you want to know what associations are actually doing. Compare your association's efforts with others, glean best practices on how you can get started and learn from the experiences of those who've gotten an early start.

- Learning Outcomes:
- Become aware of what other associations are doing and what tools are preferred.
  - Explore considerations for a social media policy.
  - Learn how other associations manage and staff their social media strategies.

Who Should Attend? Executives who plan to make decisions about incorporation of social media within the next six months

### Groundswell at the Massachusetts Medical Society

SALON 6

**Frank Fortin**, Communications Director, Massachusetts Medical Society (MMS)

When leaders at the Massachusetts Medical Society discovered the principles put forth in the book, *Groundswell*, they decided to put them to the test. In so doing, they challenged (and even overturned) key assumptions about their members' preferences and behavior with respect to technology and Web 2.0 tools. Discover what they learned and the effect it is having on their strategic objectives. With a framework for evaluating how social networking applies in the context of MMS, they are now able to develop more effective segmentation strategies versus more traditional broad-based strategies.

- Learning Outcomes:
- Discover how one organization moved from acting on assumptions to applying a proven scientific method for guiding them into a more comprehensive understanding based on quantifiable information.
  - Learn how the principles of keynote Charlene Li's co-authored book, *Groundswell*, can be applied to a real-life situation and what benefits can be derived.

Who Should Attend? Leaders who are charged with driving technology, communications, and member engagement strategies and who want to be better prepared for making key decisions in those initiatives

### Get Smart with iMIS for Associations and Membership Organizations

SALON 1

**Ed Beck**, Senior Account Executive, Advanced Solutions International

Times are tough. What steps are you taking to increase member retention, member satisfaction, non-dues revenue and operational efficiency this year? Join us for an educational webcast as we demonstrate how iMIS can help you do more with less.

- Learning Outcomes:
- Increase retention rates and non-dues revenue through online engagement.
  - Foster collaboration among your members by providing social networking tools.
  - Save money and increase response rates through targeted e-mail communications.
  - Increase efficiency by automating workflow, e-mail notifications and reports.

Who Should Attend? Executive level membership, marketing, financial and IT staff

## 3:50 - 5:05 PM: Workshops (Continued)

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### Adding Value to the Member Experience

SALON 5

**Scott Milligan**, SPHR, Business Program Consultant, *Disney Institute*

Explore how Disney Parks & Resorts focuses its Cast Members (employees) and operating participants on continuous improvement in a rapidly changing and competitive environment. By pulling back the curtain of the Disney show, participants will discover the “Disney Approach” to delivering products and services that support the membership of the organization.

- Learning Outcomes:
- Use Disney best practices to stimulate new ideas that you can adapt for use in your association.
  - Understand the Disney Value Chain, which illustrates the place of a leadership-driven staff and membership experience.
  - Discover the three paths for adding value to the member experience.

Who Should Attend? Association leaders who are interested in exploring improvements in leadership, employee excellence and member satisfaction for long-term growth

### Technology Demonstrations

SOUTH GRAND HARBOR BALLROOM

Demonstrations run 25 minutes each. Choose three demonstrations.

#### Whyville.net

**Dr. James M. Bower**, Founder of Whyville.net, Chairman and CVO, Numedeon Inc.

Whyville, an educational Internet site geared toward preteens and children, actively engages users to learn a broad range of subjects, from science and business to art and geography. Whyville provides both a platform and an audience to help associations educate the next generation about their profession and their cause.

- Learning Outcomes:
- Take a tour of Whyville.
  - Learn how easy it is to set up an avatar and begin exploring.
  - Gain understanding of the value of having a Whyville presence for your association.

#### PageFlakes

**Wren Keber**, Technology Consultant, Fusion Productions

PageFlakes is a dashboard for the web, accumulating nifty tools, news and more onto one convenient screen. Associations can use PageCasts to push information out to members and conference attendees in real-time. Members can find everything about the association or a meeting on one convenient screen.

- Learning Outcomes:
- Discover PageFlakes and PageCasts.
  - Set up a PageCast.
  - Configure Flakes are for any association with ease.

#### Ning

**Julie McKown**, Communications Strategist, Fusion Productions

Ning is a social networking platform, making it possible for anyone to easily create and manage their social network online. Ning allows associations to create simple social networks around common interests, events, news stories and more. Associations with limited IT support can now implement basic social networks so members can interact with each other.

- Learning Outcomes:
- Discover what Ning is.
  - See how easy Ning is to configure.
  - Investigate uses for Ning in associations.

#### Twitter

**Brian Gleber**, Lead Developer, Fusion Productions

Twitter is a microblogging platform allowing people and organizations to share short stories (Tweets) with their network of followers. Associations can use Twitter to interact with their members. By Tweeting about different topics, they can engage members in a new and popular way.

- Learning Outcomes:
- Discover what Twitter is.
  - Understand how to Tweet.
  - See examples of association Tweets.

## 6:30 PM: Depart for Dinner and Evening Event

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Motor coaches for this event can be met outside the Disney's Yacht Club lobby porte-cochere.

## 7:00 - 9:30 PM: Dinner and Entertainment

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Disney's world-famous creativity is on display just for attendees of DigitalNow 2009! Indulge in a culinary affair to remember at American Adventure at Epcot®- Disney's Discovery Park. Our Chef's are creating culinary artistry culminating with a private dessert party and viewing of the nighttime spectacular, *IllumiNations: Reflections of Earth*.

7:00 - 8:20 AM: Attendee Breakfast and Fusion e.Community Resource Center™

SOUTH GRAND HARBOR BALLROOM

The Resource Center is rife with tools and solutions for associations. Meet with experts who know the needs of associations. Consult with Resource Center Partners and examine product demonstrations.

7:15 - 8:20 AM: DigitalNow Advisory Group Breakfast Meeting

SALON 5

8:30 - 10:30 AM: General Session

NORTH GRAND HARBOR BALLROOM

Welcome and Introduction: Don Dea

## Keynote



### Charlene Li

Author, Digital Strategist and Founder, Altimeter Group

Co-author of the influential book, *Groundswell: Winning in a World Transformed by Social Technologies*

Social media – blogs, wikis, Facebook – has impacted the way customers interact with brands and has created a permanent, long-lasting shift in the way the world works. According to an article by *Groundswell* co-authors Charlene Li and Josh Bernoff, "... groundswell technologies are exploding... The net result of all this accelerating activity is that the groundswell is about to get embedded within every activity, not just on computers, but on mobile devices and in the real world." Former Forrester analyst, Charlene Li will share ways organizations can engage with members based on how they use social technologies. She also has advice on how organizations can learn, dialog, help and innovate with members AND achieve measurable impact. From her current research, she will explain how the future is developing: "social networks will be like air" – everywhere and anywhere people need and want them to be. Learn best practices and new ways to earn trust, engage people, develop a strategy and create an action plan that speaks directly to the unique make-up of your constituents and mission.

## DIGITALNOW ADVISORY GROUP

### Carla Balakgje, CAE

Executive Director  
Electronic Transactions Association

### Dawn M. Briskey, CAE

Director, Membership & Special Projects  
American Society for Surgery of the Hand

### Linda Chreno, CAE, IDM

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## SUPPORTING THE ASSOCIATION COMMUNITY THROUGH COLLABORATION, INNOVATION AND CREATIVITY

A world-class destination with indisputable drawing power, the Walt Disney World® Resort redefines value for association conferences. It's not just about spectacular convention hotels, although you'll certainly find those here - it's about Disney's proven ability to drive record-breaking attendance and maximize returns to attendees, sponsors and planners alike.

Building on a long history of supporting the association community, your Disney Meeting is about collaborating with an organization committed to creativity, excellence and innovation. It's about a strategic partner who understands your business goals and helps you exceed them. It's about delivering memorable experiences and lasting impressions.

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- Complimentary roundtrip airport transfers, luggage delivery and departure boarding passes for your attendees via Disney's Magical Express
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Animated Demos  
Simulations  
Testing and Survey Applications  
Automated Certification  
Learning Management Systems  
Learning Content Management Systems  
Webcasting  
Podcasting  
Competency Model and Self-assessment

### Internet

Interactive Marketing  
Community of Practice/Social Networking  
Application Development  
Web Design  
Web Consultation  
Technology Consulting  
Portal Platform Integration  
Search Engine Optimization  
Data Assistance Integration  
ECommerce Solutions  
Social Media Marketing  
Social Networking Integration  
Web Site Maintenance  
Strategic Trend Analysis

### Media

Creative Conceptualization  
Storyboarding  
Video Production  
Multi Media Design  
Post Production  
2D Animation  
3D Animation  
Flash Animation  
Flash Programming  
Illustration  
Print Layout  
Presentation Design  
Package Design

*Disney Institute* provides unique professional development programs that break through the clutter of "theory only" approaches with real-world principles based on the successful business practices pioneered by Walt Disney himself.

From behind-the-scenes field experiences to experiential activities and facilitated discussions with Disney leaders, *Disney Institute* gives businesses the tools to apply proven best practices and strategies to their own organizations.

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