

7:00 a.m.- 8:15 a.m.	Breakfast	<i>FANTASIA H</i>
8:15 a.m.- 11:00 a.m.	KEYNOTE: Polly LaBarre	<i>FANTASIA G</i>
10:45 a.m.- 11:00 a.m.	Conference Close	<i>FANTASIA G</i>
11:00 a.m.	Departures	

Welcome to the **Walt Disney World**® Resort and the sixth annual DigitalNow Conference. These three days will be filled with new insights and learnings, and this handy pocket agenda will help ensure that you don't miss a minute of the conference.

We're delighted to have you as our Guest. And, to help you make the most of your stay, please visit the Lobby Concierge for dining and golf reservations, Theme Park tickets, or any other assistance that you may need.

*digitalNow*  
Association Leadership  
in the Digital Age

APRIL 20-22  
2006

DISNEY'S CONTEMPORARY RESORT

2006 Digital Now is produced by:



**DAY I – Thursday, April 20, 2006**

7:00 a.m.- 8:15 a.m.	Breakfast	<i>FANTASIA H</i>
8:15 a.m.- 9:00 a.m.	General Session Conference Welcome	<i>FANTASIA G</i>
9:00 a.m.- 10:30 a.m.	<b>KEYNOTE:</b> Jim Collins	<i>FANTASIA G</i>
10:30 a.m.- 10:45 a.m.	Conference Break	<i>FANTASIA G</i>
10:45 a.m.- 11:45 a.m.	General Session <i>Good to Great</i> – Panel Discussion	<i>FANTASIA G</i>
11:45 a.m.- 1:00 p.m.	Lunch	<i>FANTASIA H</i>
1:00 p.m.- 2:30 p.m.	<b>WORKSHOPS</b>	<i>FANTASIA A,B,C,D,E &amp; G</i>
	<ul style="list-style-type: none"> <li>Leveraging Your Website to Deliver Added Value to Your Members</li> <li>The Future of Professional Search: Are we there yet?</li> <li>Discover Your Members Through Data and Text Mining - Predictive Marketing and Data Intelligence</li> <li>Creating Value in the Digital World: Publish or Perish</li> <li>Membership of One: Blocking &amp; Tackling Information Architecture, Usability &amp; Taxonomy to Create Personal Experiences For Your Members</li> </ul>	

**DAY I – Thursday, April 20, 2006**

1:00 p.m.- 2:30 p.m.	<b>WORKSHOPS</b>	<i>FANTASIA A,B,C,D,E &amp; G</i>
	<i>(continued)</i>	
	<ul style="list-style-type: none"> <li>Leading a Creative Culture: Insights for Associations</li> </ul>	
2:30 p.m.- 2:45 p.m.	Conference Break	<i>NUTCRACKER BALLROOM</i>
2:45 p.m.- 4:15 p.m.	<b>WORKSHOPS/ CASE STUDIES</b>	<i>FANTASIA A,B,C,D &amp; E</i>
	<ul style="list-style-type: none"> <li>Service Excellence: What Do Associations Really Need From Technology Today?</li> <li>Where is the "R" in ROI for your online investment (and what are the right benchmarks)? (Panel)</li> <li>Creating Value in the Digital World: Publish or Perish</li> <li>E-Learning for Associations: Best Practices and Future Trends</li> <li>Project Management Career Ladders: Building Member Value</li> </ul>	
4:15 p.m.- 6:00 p.m.	Networking	<i>NUTCRACKER BALLROOM</i>
6:00 p.m.- 6:30 p.m.	Free Time	<i>NUTCRACKER BALLROOM</i>
6:30 p.m.-	Transportation to Dinner Event	<i>CONVENTION CENTER PORTE COCHÈRE</i>
7:00 p.m.- 9:00 p.m.	Dinner Event Club Digital A Go Go	<i>PLEASURE ISLAND</i>

**DAY II – Friday, April 21, 2006**

7:00 a.m.- 8:15 a.m.	Breakfast	<i>FANTASIA H</i>
8:15 a.m.- 10:00 a.m.	<b>KEYNOTE:</b> Stan Slap	<i>FANTASIA G</i>
10:00 a.m.- 10:15 a.m.	Morning Break	<i>NUTCRACKER BALLROOM</i>
10:15 a.m.- 11:45 a.m.	<b>WORKSHOPS</b>	<i>FANTASIA A,B,C,D &amp; E</i>
	<ul style="list-style-type: none"> <li>Online and Offline Customization - Bringing it All together: Aligning Operations, Marketing, Membership, IT</li> <li>Shared Services in the Association World</li> <li>The Right Way to Build Value - The Importance of Functional Specifications in Developing Your Web Site and Other Applications</li> <li>Defining Service Excellence in the Digital Age</li> <li>Getting the ROI From Collaboration and Communities</li> </ul>	
11:45 a.m.- 1:00 p.m.	Lunch	<i>FANTASIA H</i>
1:00 p.m.- 2:30 p.m.	<b>WORKSHOPS</b>	<i>FANTASIA A,B,C,D &amp; E</i>
	<ul style="list-style-type: none"> <li>Special Interest Groups in the Digital World (Panel)</li> <li>Online Visibility: Why it Pays</li> </ul>	

**DAY II – Friday, April 21, 2006**

1:00 p.m.- 2:30 p.m.	<b>WORKSHOPS</b>	<i>FANTASIA A,B,C,D &amp; E</i>
	<i>(continued)</i>	
	<ul style="list-style-type: none"> <li>The Power of Personas - Focus on the Goals</li> <li>Associations 2.0; How the Web is Redefining Leadership</li> </ul>	
2:30 p.m.- 2:45 p.m.	Break	<i>NUTCRACKER BALLROOM</i>
2:45 p.m.- 4:15 p.m.	<b>WORKSHOPS</b>	<i>FANTASIA A,B,C,D,E &amp; G</i>
	<ul style="list-style-type: none"> <li>Relationship Management: Adding Value by Integrating Multiple Systems (Panel)</li> <li>The Power of Personas - Focus on the Goals</li> <li>Creating Lifetime Member Value (Panel)</li> <li>The Present and Future of Search</li> <li>Leading a Creative Culture: Insights for Associations</li> </ul>	
4:30 p.m.- 5:30 p.m.	General Session	<i>FANTASIA G</i>
5:30 p.m.- 7:00 p.m.	Cocktail Reception	<i>CONTEMPORARY MARINA</i>