



Creating the 24/7 Small-Staff Association **July 13-15, 2010**

With the rise of social media, mobile technology, and a very vocal blogosphere, it sometimes feels like your members never sleep. How can you engage them nonstop without sacrificing your own shut-eye? More importantly, how can you accomplish this with limited staff and resources? If these issues are literally keeping you up at night, you cannot afford to miss ASAE & The Center's latest online conference, *Creating the 24/7 Small-Staff Association*. Learn the essentials that will help you manage an ever evolving landscape with this conference designed specifically for organizations with 10 or less staff members.

Program Schedule

Creating the 24/7 Small-Staff Association will be held online over three days via audio/web education sessions and online chats. You will have the opportunity to connect with executives like you and get your questions answered by a group of small staff experts on the topics of technology, human resources, and marketing. So, what can you expect?

- Two live audio/web sessions will be held each day (July 13-15, 2010). Each session is an hour long and will be conducted over the phone at 11:00am and 3:00pm EST each day.
- Six one hour online chats (instant messaging format – two chats each day) with content leaders and peers to get your questions answered.
- Abundant resources, handouts and reference materials you can peruse at any time.
- The ability to post questions and make connections with fellow participants and content leaders at any time.
- Access to recorded sessions, reference materials and more for up to one week following the program.

Live Audio/Web Events *(Phone and internet connection needed)*

Tuesday, July 13 from 11:00 a.m. – 12:00 p.m. EST

Finding Focus in the 24/7 Networked Environment

While small staff associations have to focus on results, it seems that the demands of managing an organization never stop. Your members communicate with each other around the clock, and you feel you have to stay on top of all those conversations in addition to everything else on your list. Can you find time for Twitter, Facebook, and all the rest while still getting your work done? Seasoned association executives and staff are having a challenging time shifting from the industrial age mindset of logic, certainty and confined restraints to the network gestalt of interaction, self-organization, unlimited potential and unpredictability. The secret to success is having a strategy of doing the right things rather than doing things right and embracing a networked mindset. Knowing your goal will help you to channel your energies on what's most important to your industry, your organization, and your members.

Jeff Hurt, director of education and engagement, Velvet Chainsaw Consulting

Tuesday, July 13 from 3:00 – 4:00 p.m. EST

A Staff of One for a Cast of Thousands: Create and Nurture Online Communities

If the thought of managing an online community while still juggling your countless other responsibilities gives you the shivers, this session will assuage your fears! Learn not only the steps you must take to create a

successful community, but also how you can reduce staff time by empowering your members and volunteers. Walk away with valuable tips to reward community members and keep the online conversations flowing.

Marjorie Bynum, senior director education & communications, Society of Consumer Affairs Professionals International; Peggy Hoffman, CAE, president, Mariner Management and Marketing LLC

Wednesday, July 14 from 11:00 – 12:00 p.m. EST

Mobile Technology Essentials for Small-Staff Organizations

2010 is considered by many to be “The Year of Mobile.” Now that smartphones, mobile readers, and tablet PC’s are turning laptops into dinosaurs, you’re behind the curve if you have not been thinking about how to translate your website, content, and database for mobile devices. Learn the many options that exist for organizations with limited budgets and staff, and discuss the pros and cons of each.

Ron Wille, MBA, coCEO, NimbleUser, TBD Association Executive

Wednesday, July 14 from 3:00 – 4:00 p.m. EST

Free and Low-Cost Tools You Can’t Live Without

Join us for an entertaining, lightning-fast tour of tools, gadgets and services you never thought you could afford! Identify your fave five during the session, and leave with the full list to share with your colleagues. As a closet computer geek and veteran cheapskate, Speaker Beth Ziesenis of Avenue Z Writing Solutions has been collecting resources for many years, and her presentation will open your eyes to new ideas and thrifty time savers.

Don’t miss this session!

- Discover secret sources to make your marketing better than ever – picture tools, multimedia resources and special design freebies.
- Keep up to date with new Web 2.0 technologies that make your life easier – free online storage, free shared calendars, low-cost email services and more .
- Learn new tools to keep you connected with the office – messaging, remote desktop access and file sharing.
- Take home a valuable reference list, and sign up to receive new tools as they are discovered!

Beth Ziesenis, Avenue Z Writing Solutions

Thursday, July 15 from 11:00 a.m. – 12:00 p.m. EST

Virtually Together: How to Operate Your Association Remotely

Rent, utilities, insurance, and lost productivity on commutes...if any of these concern you, learn how a fully or partially virtual office environment might help. Explore how organizations have freed themselves from the ‘edifice complex’ and are instead deploying resources into member services and revenue generation initiatives. Look at available technologies for phone, data, and collaboration, evaluate the often-neglected areas of control, supervision, and risk, and find how you can integrate team members when they are no longer in the same physical space.

Gretchen Jaspering, president, Bailiwick Communications; Jay Karen, CAE, president & CEO, Professional Association of Innkeepers International; Kevin Mead, CAE, president, IGAF Worldwide

Thursday, July 15 from 3:00 – 4:00 p.m. EST

Leverage the Voice of Your Association

When your audience wants to know the latest about your industry, do they search Google or is your association's message the number one "hit" in on their mental search results list? Learn how you can empower your members and volunteers to carry your message forward in an online setting. Get valuable tips to not only mobilize an online audience that you've never met in a face-to-face setting, but also to ensure your message doesn't get muddled when others are speaking on your behalf.

Bonnie Fedchock, executive director, NACE National Association of Catering Executives; David Harrison, president, Harrison Communications

Pre-Recorded Sessions

(Accessible before, during, and after the conference; recorded audio/web format)

Top Tips for Working with Consultants

A successful client/consultant relationship is very much a two-way street; both sides must equally convey their expectations from the very beginning. Hear from both a consultant and an association executive and learn valuable ideas to help you start off on the right foot when you start working with a new vendor.

How to Write for the Virtual Environment

Whether it's copy for a web page, a blog post, or a Tweet, the rules of the game change drastically when you're writing in the virtual space rather than traditional print. Learn what works and what doesn't, and walk away with valuable tips to help you communicate your message and market your content effectively.

They're Talking About You...Now What?

With the proliferation of websites, blogs, forums, and the ever-expanding social media and communication tools available, people are chatting about your organization. Do you know what they're saying? Can you influence what they say? As these cyber-conversations grow, you will lose control over some of these discussions as the new standard is transparency and open opinions. What counts is what you do about it. Join us as we examine a case study of how an association monitors and responds to industry communications about itself.

Orientation & Conference Walk Through (approximately 15 minutes)

Before you begin your experience with this online conference, learn how to navigate your way through the conference platform. Get a sense of how to utilize the many tools available to you so you may connect with your colleagues and content leaders.

Live Online Chats -- All are Optional (*internet only – no audio*)

Online chats will be held with the live session content leaders. All Online Chats are optional, but we do encourage you to interact as much as your schedule allows to get the most out of this program. Please see the full conference schedule below for a complete list of online chats.

Full Conference Schedule – Live Events and Online Chats (all are Eastern Standard Time)

Tuesday, July 13, 2010

11:00 a.m. – 12:00 p.m.

LIVE webinar education session – Finding Focus in the 24/7 Networked Environment

12:00 – 1:00 p.m.

Online chat with Jeff Hurt

3:00 – 4:00 p.m.

LIVE webinar education session – A Staff of One for a Cast of Thousands:
Create and Nurture Online Communities

4:00 – 5:00 p.m.

Online chat with Marjorie Bynum and Peggy Hoffman

Wednesday, July 14, 2010

11:00 a.m. – 12:00 p.m.

LIVE webinar education session – Mobile Technology Essentials for Small-
Staff Organizations

12:00 – 1:00 p.m.

Online chat with Ron Wille

3:00 – 4:00 p.m.

LIVE webinar education session – Free and Low-Cost Tools You Can't Live
Without

4:00 – 5:00 p.m.

Online chat with Beth Ziesenis

Thursday, July 15, 2010

11:00 a.m. – 12:00 p.m.

LIVE webinar education session – Virtually Together: How to Operate Your
Association Remotely

12:00 – 1:00 p.m.

Online Chat with Gretchen Jaspering, Jay Karen, CAE, and Kevin Mead, CAE,
president, IGAF Worldwide

1:00 – 2:00 p.m.

LIVE webinar education session – Leverage the Voice of Your Association

3:00 – 4:00 p.m.

Online Chat with Bonnie Fedchock and David Harrison

Should you have any questions about the Creating the 24/7 Small-Staff Association online conference, please contact Brian Kirkland at bkirkland@asaecenter.org or 202-326-9528, or Mark Milroy at mmilroy@asaecenter.org or 202-326-9509