



**SOME THINGS CAN'T WAIT.**

# MARKET NOW

**2010 NONPROFIT MARKETING CONFERENCE**  
 OCTOBER 11-13, 2010 / CHICAGO, ILLINOIS

PRESENTED BY



Connecting.  
 Informing.  
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# 2010 NONPROFIT MARKETING CONFERENCE

OCTOBER 11-13 | CHICAGO



## JOIN THE BRIGHTEST MINDS FOR THE MOST INNOVATIVE SOLUTIONS.

The 2010 AMA/AMAF Nonprofit Marketing Conference (NPMC) will gather nonprofit marketers from across the country to dive deep into the marketing strategies, tools and techniques needed to successfully reinvent their organizations. Unique insights, proven cases and in-depth, solutions-oriented sessions will provide the framework for an unparalleled conference program. Whether you're local or national, an association or a charity, the 2010 Nonprofit Marketing Conference will help you gain the skills and ideas you need to ensure your organization not only survives, but thrives.

## KEYNOTE SPEAKERS

Come join us, and walk away with tangible results. Here are some of this year's featured speakers.



### DAN PALLOTTA

Author, *Uncharitable: How Restraints on Nonprofits Undermine Their Potential*

Dan Pallotta will challenge all of your longest-held beliefs about charity. For donors it will forever change, for the better, the way you think about giving, and for nonprofit staff and boards, it will transform the way you think about your business practice and open your thinking to a new level of aspiration.



### SCOTT M. DAVIS

Chief Growth Officer, Prophet and Author, *The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders*

Scott Davis will discuss the five shifts marketers must undertake to fundamentally shift the role of marketing and help drive both the growth agenda and bottom-line results.



### CHRIS FORBES

Co-Author, *Guerrilla Marketing for Nonprofits* and Nonprofit Marketing Coach

Chris Forbes will show you how to develop a personalized battle plan for your organization using the proven weapons of Guerrilla Marketing to promote, recruit, motivate, and raise more money for your nonprofit.

## DON'T MISS SESSIONS FEATURING THESE MARKETING THOUGHT LEADERS:

**ANDY FERRIN** | Senior Vice President and Chief Marketing Officer, National 4-H Council

**WENDY MACGREGOR** | Chief Marketing Officer, Feeding America

**EMILIO PARDO** | Executive Vice President and Chief Brand Officer, AARP

**CYNTHIA ROUND** | Executive Vice President, Brand Leadership, United Way Worldwide

**REJI PUTHENVEETIL** | Chief Marketing Advisor, American Lung Association, President, Group Newhouse

**ANGELA GEIGER** | Chief Strategy Officer, Alzheimer's Association and Member, AMAF Board of Directors

**KAY KEENAN** | Former Vice President of Marketing and Communications, Big Brothers Big Sisters of America

**CANDACE HANAU** | Chief Marketing Officer, Save the Children USA

**EVAN MCELROY** | Senior Vice President, Marketing & Communications, Boys & Girls Club of America

Follow us on Twitter and tweet Live from the conference #AMANP

# 2010 NONPROFIT MARKETING CONFERENCE SCHEDULE AT A GLANCE

► Please visit [www.marketingpower.com/nonprofit](http://www.marketingpower.com/nonprofit) for complete details.

## OCTOBER 11, MONDAY

### ► 8:00AM – 11:00AM PRE-CONFERENCE TUTORIALS

#### **TUTORIAL A: ADVANCED SOCIAL MEDIA FOR NONPROFITS: 2011 AND BEYOND**

DAVID NEFF | Senior Digital Strategist, Ridgewood: Ingenious Communication Strategy

#### **TUTORIAL B: THE POWER OF DESIGN**

JONATHAN CLEVELAND | Principal, Cleveland Design and Author, 'Designing for the Greater Good'

### ► 10:00AM – 12:00PM FREE PRE-CONFERENCE COACHING

Sign up at the Conference Registration Desk. Limited Slots Available.

Coaching Team: Senior Nonprofit Marketing Executives and Experts

### ► 10:00AM – 12:00PM CMO BOARDROOM (INVITATION-ONLY SESSION)

ANGELA GEIGER | Chief Strategy Officer, Alzheimer's Association and Member, AMAF Board of Directors

### ► 12:00PM – 1:00PM LUNCH ON YOUR OWN

### ► 1:00PM – 1:10PM COMMENCEMENT AND CHAIRPERSON WELCOME

CYNTHIA CURRENCE | CMC®, President and CEO, Currence & Associates, LLC, Nonprofit Marketing Conference 2010 Chairperson

### ► 1:10PM – 2:15PM KEYNOTE PRESENTATION

#### **UNCHARITABLE: HOW RESTRAINTS ON NONPROFITS UNDERMINE THEIR POTENTIAL**

DAN PALLOTTA | Author, 'Uncharitable'

### ► 2:15PM – 3:15PM INTERACTIVE SESSION

#### **MASTERING THE MANAGEMENT BUCKETS: WHY A COMPREHENSIVE MARKETING PLAN MUST INCLUDE KEY BUCKETS**

JOHN PEARSON | Author, Mastering the Management Buckets: 20 Critical Competencies for Leading Your Business or Nonprofit

### ► 3:15PM – 3:45PM BREAK IN EXHIBIT AREA

### ► 3:45PM – 5:30PM KEYNOTE PANEL SESSION

#### **THE IMPLICATIONS OF MEGA TRENDS ON NONPROFIT MARKETING**

ANDY FERRIN | Senior Vice President and Chief Marketing Officer, National 4-H Council

WENDY MACGREGOR | Chief Marketing Officer, Feeding America

EMILIO PARDO | Executive Vice President and Chief Brand Officer, AARP

CYNTHIA ROUND | Executive Vice President, Brand Leadership, United Way Worldwide

### ► 5:30PM – 6:45PM OPENING RECEPTION IN EXHIBIT AREA

## OCTOBER 12, TUESDAY

### ► 7:00AM – 8:00AM CONTINENTAL BREAKFAST

### ► 8:00AM – 8:30AM OPENING PRESENTATION

#### **MARKETING RELOADED: AMAF NONPROFIT MARKETING SUMMIT RECAP**

CYNTHIA CURRENCE | CMC®, President and CEO, Currence & Associates, LLC, Nonprofit Marketing Conference 2010 Chairperson

### ► 8:30AM – 9:15AM OPENING KEYNOTE PRESENTATION

#### **TODAY'S MARKETER, TOMORROW'S GROWTH LEADER**

SCOTT M. DAVIS | Chief Growth Officer, Prophet and Author, 'Shift'

### ► 9:15AM – 10:30AM EARNING AND KEEPING A SEAT AT THE LEADERSHIP TABLE

#### **MAINTAINING MARKETING'S STRATEGIC INFLUENCE WITHIN THE ORGANIZATION**

REJI PUTHENVEETIL | Chief Marketing Advisor, American Lung Association and President, Group Newhouse

CYNTHIA ROUND | Executive Vice President, Brand Leadership, United Way Worldwide

### ► 10:15AM – 12:15PM CMO BOARDROOM (INVITATION-ONLY SESSION)

ANGELA GEIGER | Chief Strategy Officer, Alzheimer's Association and Member, AMAF Board of Directors

### ► 10:30AM – 11:00AM BREAK IN EXHIBIT AREA

### ► 11:00AM – 12:15PM EMBRACING TECHNOLOGY

KAY KEENAN | Former Vice President, Marketing and Communications, Big Brothers Big Sisters of America

ERIC OVERMAN | VP, Digital Marketing, Grizzard Communications Group

### ► 12:15PM – 2:00PM AMA FOUNDATION AWARDS LUNCHEON

### ► 2:00PM – 3:15PM CUSTOMER NEEDS AND INTERNAL WANTS

#### **INTEGRATION AND ALIGNMENT WITH STAKEHOLDER NEEDS**

ANGELA GEIGER | Chief Strategy Officer, Alzheimer's Association and Member, AMAF Board of Directors

CANDACE HANAU | Chief Marketing Officer, Save the Children

### ► 3:15PM – 4:00PM BREAK IN EXHIBIT AREA

### ► 4:00PM – 5:30PM RETURN ON INVESTMENT

#### **DEMONSTRATING IMPACT AND VALUE IN TODAY'S DEMANDING ENVIRONMENT**

EVAN MCELROY | Senior Vice President, Marketing and Communications, Boys & Girls Club of America

JAY ALDOUS | Chief Strategist, Social Capital Partnerships

### ► 5:30PM – 6:45PM AMA FOUNDATION RECEPTION IN EXHIBIT AREA

## OCTOBER 13, WEDNESDAY

### ► 8:00AM – 8:45AM CONTINENTAL BREAKFAST

### ► 8:45AM – 9:00AM OPENING REMARKS

CYNTHIA CURRENCE | CMC®, President and CEO, Currence & Associates, LLC, Nonprofit Marketing Conference 2010 Chairperson

### ► 9:00AM – 9:45AM EXECUTIVE INTERACTIVE PRESENTATION

#### **BREAKTHROUGH NONPROFIT BRANDING: SEVEN PRINCIPLES TO POWER EXTRAORDINARY RESULTS**

JOCELYNE DAW | President and Principal Consultant, JS Daw & Associates

### ► 9:45AM – 10:15AM BREAK

### ► 10:15AM – 11:00AM SPECIAL SESSION: NPMC 2010 TAKEAWAY

#### **CREATING A PERSONALIZED PLAN FOR SUCCESS IN 2010 AND BEYOND**

ELAINE FOGEL | President and Chief Marketing Officer, SOLUTIONS Marketing & Consulting, LLC

MINETTE (MEME) DRUMWRIGHT | Professor of Advertising, University of Texas at Austin

RACHEL HUTCHISSON | Director, Corporate Citizenship & Philanthropy, Blackbaud, Inc.

### ► 11:00AM – 11:45AM CLOSING KEYNOTE PRESENTATION

#### **GUERRILLA MARKETING FOR NONPROFITS**

CHRIS FORBES | Nonprofit Marketing Coach and Co-Author, Guerrilla Marketing for Nonprofits

### ► 11:45AM – 12:00PM CLOSING REMARKS

## UNIQUE FEATURES FOR 2010

### CMO BOARDROOM (INVITATION ONLY)

An exclusive, two-part gathering of Chief Marketing Officers. Each session will be boardroom-like in scale and will address solutions to key challenges specific to the role of the nonprofit CMO in 2010.

### PERSONALIZED PLAN

A special session crafted for attendees to help them implement the lessons learned at the Nonprofit Marketing Conference.

### COACHING SESSIONS

Meet one-on-one with leading experts in nonprofit marketing to gain valuable insights and actionable guidance related to your specific challenges. Sign-up sheets will be available at the Conference Registration Desk. *It is first come, first served, so be sure to arrive early.*

### NONPROFIT MARKETING CONFERENCE BOOK CORNER

The Book Corner is designed to afford attendees the opportunity to purchase personally-signed copies of speaker and other nonprofit marketing related books.

### NETWORKING FUNCTIONS

Establish new and deepen existing relationships at receptions, awards lunch and a dine around.

### COMING SOON!

#### AMA NONPROFIT COMMUNITY

Engage in an on-going dialogue with nonprofit marketing peers via blogs, discussion forums and wikis. More information available at the Nonprofit Marketing Conference!

## REGISTRATION & HOTEL INFORMATION

### JOIN AMA TODAY AND SAVE!

All AMA Members receive discounted rates on AMA events.

### REGISTRATION FEES\*

<b>AMA MEMBER PRICE</b>	\$620
<b>NON-MEMBER</b>	\$877

\*Add \$100 to fees if registration is received after September 10, 2010

### OPTIONAL TUTORIAL PRICING\* (PER TUTORIAL)

Tutorials take place on October 11 8:00–11:00 am

<b>AMA MEMBER</b>	\$310
<b>NON-MEMBER</b>	\$340

\*Add \$25 to prices if registration is received after September 10, 2010.

### HOTEL INFORMATION

#### SWISSOTEL CHICAGO

323 East Wacker Drive, Chicago, Illinois 60601

**PHONE** 1 312.565.0565 | **FAX** 1 312.565.0540

**RESERVATIONS** 1 888.737.9477

**HOTEL WEBSITE** [www.swissotel.com](http://www.swissotel.com)

### ROOM RATES

#### \$195.00 SINGLE/DOUBLE OCCUPANCY PER NIGHT

For complete details, visit [www.marketingpower.com/nonprofit](http://www.marketingpower.com/nonprofit)

### 2010 NONPROFIT MARKETING CONFERENCE COMMITTEE

**CYNTHIA CURRENCE** | (2010 Chairperson) CMC®, President and CEO, Currence & Associates, LLC

**FRANK SANCHEZ** | Vice President, Boy & Girls Clubs of America

**IAVOR IVANOV** | Director, Web Experience, United Way Worldwide

**RACHEL HUTCHISSON** | Director, Corporate Citizenship & Philanthropy, Blackbaud, Inc.

**ELAINE FOGEL** | President & CMO, Solutions Marketing & Consulting LLC

**A. DAWN LESH** | 2009–2012 Chairperson, American Marketing Association Foundation, President, A. Dawn Lesh International

**JEFF TERRY** | Former Director of Corporate Marketing, Populations Services International

**MINETTE (MEME) DRUMWRIGHT** | Professor of Advertising, University of Texas at Austin

**DANA VAN DEN HEUVEL** | President, Marketing Savant

**LISA L. CHERNICK** | Executive Director, American Marketing Association Foundation

**JESSICA THURMOND POHLONSKI** | Program Manager, American Marketing Association



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[www.marketingpower.com/nonprofit](http://www.marketingpower.com/nonprofit)

