

2010 Nonprofit Marketing Conference agenda | day one | october 11

*Preliminary Agenda – Subject to Change

Pre-Conference Session

8:00 – 11:00

Pre-Conference Tutorials

Tutorial A: Advanced Social Media for Non Profits: 2011 and Beyond

If the last two years were the years of non profits getting into Social Media. 2011-2012 will be the rise of non profits using advanced social media tactics. Come join the American Marketing Association's Non Profit Social Media Marketer of the Year as we explore what the landscape of the future looks like for non profits in social media. From Geolocation to Fundraising, what lies in our future?

David Neff , Senior Digital Strategist, Ridgewood: Ingenious Communication Strategy

Tutorial B: The Power of Design

The power of eye-catching design and memorable branding has become more essential to nonprofits in these hard-pressed economic times. Your message has to be clearer, stronger, and more compelling to market your mission. Learn how great design can take your nonprofit's marketing communications to the next level. Highlights include:

- How to put together a design dream team and create a compelling brand for your nonprofit
- Top 10 mistakes and how to fix them
- Budgets: the dreaded "I can't afford" and Pro Bono issues
- Case studies of award winning design for nonprofits
- Live Case Study

Jonathan Cleveland, Principal, Cleveland Design and Author, 'Designing for the Greater Good'

Pre-Conference Session

10:00 – 12:00

FREE Pre-Conference Coaching

Gain valuable insight and actionable guidance from leading experts in nonprofit marketing. Sign up sheets will be available at the Conference Registration Desk. Limited slots available. It's first-come, first-serve...so be sure to arrive early!

Coaching Team: Senior Nonprofit Marketing Executives and Experts

Private Session

10:30 – 12:00

Invitation-Only Session

CMO Boardroom: Sponsored by AMA Foundation

The first-ever CMO Boardroom is an exclusive, two-part gathering of Chief Marketing Officers. Attendees must be the senior marketing official for the headquarters of a global or national nonprofit in order to participate. Each session will be boardroom-like in scale, and will address solutions to key challenges specifically faced by nonprofit CMOs in 2010. The agenda will include high-level discussion of topics introduced by the Senior NonProfit Marketing Summit group as well as topics proposed by the attendees. You will experience the rare opportunity to learn, share, and build relationships with your CMO peers.

Chair: Angela Geiger, Chief Strategy Officer, Alzheimer's Association and Member , AMAF Board of Directors

12:00 – 1:00

Lunch on Own

1:00 – 6:30

NPMC 2010 Exhibit Area Open

1:00 – 1:10

[NPMC 2010 Commencement and Chairperson Welcome](#)

Cynthia Currence, CMC®, President and CEO, Currence & Associates, LLC

NPMC 2010 Chairperson

1:10 – 2:15

[1:10 – 2:00: NPMC 2010 Marquis Keynote Presentation](#)

[Uncharitable: How Restraints on Nonprofits Undermine Their Potential](#)

This forty-five minutes with 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.

Dan Pallotta, Author, 'Uncharitable'

[2:00 – 2:15: Keynote Q&A and Discussions](#)

2:15 – 3:15

[Interactive Session](#)

[Mastering the Management Buckets: Why a Comprehensive Marketing Plan Must Include Key Buckets](#)

In this session (hang onto your hat), we'll explore the 20 core competencies for leading and managing a nonprofit enterprise. Yikes! But don't worry—no one person is gifted in all 20 "buckets." That's why a team approach in marketing and management is critical. Otherwise the Law of Unintended Consequences kicks in—and your organizational soft spots will derail your effectiveness.

John Pearson, Author, Mastering the Management Buckets: 20 Critical Competencies for Leading Your Business or Nonprofit

3:15 – 3:45

[Break in Exhibit Area](#)

[NPMC 2010 Book Corner Open](#)

3:45 – 5:25

[Keynote Panel Session: Perspectives from the AMAF Nonprofit Marketing Summit](#)

[3:45 – 4:45: Keynote Panel Discussion](#)

[The Implications of Mega Trends on Nonprofit Marketing](#)

Our current point in time is being impacted by more critical issues and trends than at any other time. This session will summarize the critical nature of the individual trends and events upon the nonprofit sector. Further, it will delve into the unprecedented implications from the confluence of these changes and the dramatic impact it is having on the nonprofit sector. This session sets up subsequent sessions on how to deal with these changes as they continue to unfold.

Participants:

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, AARP

Cynthia Round, Global Brand Officer, United Way of America

[4:45 – 5:15: Table Discussion on Implications](#)

[5:15 – 5:25: Keynote Presenter Perspectives: Audience Q&A](#)

5:25 – 5:30

[Day One Recap](#)

5:30 – 6:45

[Opening Reception in Exhibit Area](#)

[NPMC 2010 Book Corner Open](#)

2010 Nonprofit Marketing Conference agenda | day two | october 12

*Preliminary Agenda – Subject to Change

7:00 – 8:00

Continental Breakfast in Exhibit Area

8:00 – 8:10

Day Two Opening and Recap

Cynthia Currence, CMC[®], President and CEO, Currence & Associates, LLC
NPMC 2010 Chairperson

8:10 – 8:30

Special Session

[Marketing Reloaded: AMAF Nonprofit Marketing Summit Recap](#)

The American Marketing Association Foundation (AMAF) brought together 18 of the brightest and most experienced marketing minds in the nonprofit sector over the course of 2009 – 2010 to develop a whitepaper on marketing best practices specially designed for these unprecedented times of change and challenge for the nonprofit sector. In this session, Cynthia Currence will delve deep into the findings and recommendations of the Summit, including the definitions, structures, approach, and talent required for nonprofits to achieve the best and survive and thrive now and into the future.

Cynthia Currence, CMC[®], President and CEO, Currence & Associates, LLC
NPMC 2010 Chairperson

8:30 – 9:15

NPMC 2010 Opening Keynote Presentation

[Today's Marketer, Tomorrow's Growth Leader](#)

The days of marketers operating in a vacuum, with marketing and organization strategies being devised independently of one another, are ending. The best marketers are now creating integrated perspectives that start with the growth objectives of their entire organization.

From deeply understanding today's and tomorrow's constituents' needs, wants, behaviors, and media consumption patterns, to translating these into new products, services, experiences, and relationships that constituents want, Visionary Marketers are helping their organizations match these constituent dynamics with internal capabilities for maximum external impact.

In this keynote presentation, based on his book 'Shift', 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:

- *Balance short-term pressures to show results, while staying aligned with the enterprise's longer-term vision*
- *Drive innovation, while figuring out how to best align internal resources with external opportunities*
- *Navigate the never-ending array of media choices, both old and new, to reach constituents in ways that are meaningful to them*
- *Operate and win in an increasingly complex global environment as well as within an even more complex organizational environment (read: siloed and hierarchical)*
- *Win over critical internal stakeholders while shaping the opinions of Board members, volunteers, etc*

Scott M. Davis, Chief Growth Officer, Prophet Brand Strategy and Author, 'Shift'

9:15 – 10:30 **Barrier One: Earning and Keeping a Seat at the Leadership Table**

9:15 – 9:45: Executive Presentation: Solutions for Barrier One

Earning and Keeping a Seat at the Table: Maintaining Marketing's Strategic Influence within the Organization

How often has marketing been brought into the picture late in the game? We have all experienced situations where we are involved in strategic decisions that impact the organization versus hearing about those decisions and being asked to implement them. In situations where the latter is the case (e.g., not being involved in the strategy development), the process of gaining influence takes concerted effort. Too often, the role of marketing is narrowly defined as focusing on advertising, brand guidelines, and market research, rather than a broad contributor to organizational growth. Examples and case studies will be provided from the perspectives of the United Way, American Lung Association, and American Red Cross.

In this session, attendees will gain critical insights, proven strategies, and valuable lessons-learned on how to earn and maintain a seat at the leadership table.

Reji Puthenveetil, Chief Marketing Advisor, American Lung Association and President, Group Newhouse

Cynthia Round, Global Brand Officer, United Way of America

9:45 – 10:15: Table Discussions: Personalizing Barrier One Insights

10:15 – 10:30: Ideas from the Floor

10:30 – 11:00

Break in Exhibit Area

NPMC 2010 Book Corner Open

Private Session

10:45 – 12:15

Invitation-Only Session

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Chair: Angela Geiger, Chief Strategy Officer, Alzheimer's Association and Member, AMAF Board of Directors

11:00 – 12:15 **Barrier Two: Embracing Technology**

11:00 – 11:30: Executive Presentation: Solutions Barrier Area Two

Embracing Technology Solutions

Technology is changing so fast that is difficult for even the most resourced organizations to keep up and take advantage of the power of new innovations in technology. By the time we understand one, it is replaced with another! This session will focus on "how to" embrace social media, but it will also explore other new technologies and delve into "how to" speed the adoption curve for emerging technologies. *Bring your experience of both successes and failures as well questions so that we can all help each other truly maximize this ever changing area*

Kay Keenan, Former Vice President, Marketing and Communications, Big Brothers Big Sisters

Eric Overman, VP, Digital Marketing, Grizzard Communications Group

11:30 – 12:00: Table Discussions: Personalizing Barrier Two Insights

12:00 – 12:15: Ideas from the Floor

12:15 – 2:00

AMA Foundation: Awards Luncheon

2:00 – 3:15 **Barrier Three: Understanding Stakeholder Needs & Internal Integration and Alignment**

2:00 – 2:30: Executive Presentation: Solutions Barrier Area Three
Customer Needs and Internal Wants: Integration and Alignment with Stakeholder Needs

Nonprofits are getting better at doing research to understand constituent needs. This can always be improved, but the key focus here is on the implications of research and how to make sure that your organization does integrate this knowledge across the organization and align various functions and departments so that findings and implications are utilized to best serve the customer. By serving the customer in this way, organizational growth is more predictable. This will be a *highly interactive session*. *Bring your experience of both successes and failures as well questions so that we can all help each other truly maximize our abilities in this area.*

Angela Geiger, Chief Strategy Officer, Alzheimer's Association and Member , AMAF Board of Directors

Candace Hanau, Chief Marketing Officer, Save the Children USA

2:30 – 3:00 : Table Discussions: Personalizing Barrier Three Insights

3:00 – 3:15 : Ideas from the Floor

3:15 – 4:00

Break in Exhibit Area

NPMC 2010 Book Corner Open

4:00 – 5:15 **Barrier Four: Demonstrating a Return-On-Investment**

4:00 – 4:45: Executive Presentation: Solutions Barrier Area Four
ROI: Demonstrating Impact and Value in Today's Demanding Environment

To demonstrate the strategic importance of marketing in today's sophisticated nonprofit organization, defining and measuring ROI (return on investment) has become a "holy grail" issue. Not so long ago, terms like Metrics, Dashboards, Outputs/Outcomes, Performance Analytics, Mission Impact and Brand Valuation were uncommon in the world of nonprofit marketing. Today they represent critical ideas and tools integral to the success of nonprofit brand management and marketing, and ultimately, sustainability. Learn how nonprofits are applying analytical tools to demonstrate value and impact -- to internal management as well as external stakeholders and constituents. Be prepared to share your organization's best practices during this interactive exchange of ideas.

Evan McElroy, Senior Vice President, Marketing, Boys & Girls Club of America

Jay Aldous, Chief Strategist, Social Capital Partnerships

4:45 – 5:00: Table Discussions: Personalizing Barrier Four Insights

5:00 – 5:15: Ideas from the Floor

5:15 – 5:30

Day Two Recap

5:30 – 6:45

AMA Foundation Reception in Exhibit Area

NPMC 2010 Book Corner Open

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*Preliminary Agenda – Subject to Change

8:00 – 8:45

Continental Breakfast

8:45 – 9:00

Day Three Opening and Recap

Cynthia Currence, CMC®, President and CEO, Currence & Associates, LLC

NPMC 2010 Chairperson

9:00 – 9:45

Executive Interactive Presentation

[Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results](#)

One of the most overlooked and cost effective ways a nonprofit can create value, improve its effectiveness, and stand out in a crowded marketplace is to develop a strong brand. A focused, compelling brand can transform an organization and the way people see and support it. Based on the recently published book, "Breakthrough Nonprofit Branding" (Wiley, 2010), the authors reveal seven enduring principles visionary nonprofits use to transform their brands from an ordinary trademark to a strategic competitive advantage. Learn how to apply the principles to your organization to cultivate trust, increase community support, strengthen long-term sustainability and achieve greater community results.

Jocelyne Daw, President and Principal Consultant, JS Daw & Associates

9:45 – 10:15

Break & Early Check-Out

NPMC 2010 Book Corner Open

10:15 – 11:00

Special Session

[The NPMC 2010 Take-Away: Creating a Personalized Plan for Success in 2010](#)

Does this scenario sound familiar to you too? You've attended a great conference. You've gained ample strategies and tools to help you improve and succeed. You get back to the office and you are slammed; You are simply overwhelmed with the volume of catching up to do. Weeks go by...then months...and then a year. You realize that you failed to action the lessons learned from the Conference. Regrettable? Yes. Common? Absolutely! And that's why we have crafted this special session.

Facilitated by the NPMC 2010 Committee, in this session you will create an action plan that you can take back to the office and use as a tangible guide to ensure that you action what you've learned here. At the beginning of the Conference, you will be given the 'NPMC Personalized Plan Outline' that will help you to capture all the critical tools, techniques and insights gained throughout the two days. You will then integrate the latter into a plan that will tactically outline the critical steps, anticipated barriers and solution strategies you need to achieve success in 2010.

Moderator:

Elaine Fogel, Chief Marketing Officer, SOLUTIONS Marketing & Consulting, LLC

Facilitators:

Minette (Meme) Drumwright, Professor of Advertising, University of Texas at Austin

Rachel Hutchisson, Director, Corporate Relations & Philanthropy, Blackbaud, Inc.

11:00 – 11:45

NPMC 2010 Closing Keynote Presentation

[Guerrilla Marketing for Nonprofits](#)

With money tighter and competition greater than ever before in the nonprofit sector, you need marketing results--not marketing theory. Guerrilla Marketing gives your organization the survivor's edge. You'll learn 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.

Chris Forbes, Nonprofit Marketing Coach and Co-Author, [Guerrilla Marketing for Nonprofits](#)

11:45 – 12:00

Closing Comments & Conference Adjourns