

2015 AMA Nonprofit Marketing Conference Schedule

WELCOME RECEPTION | SUNDAY, JULY 12, 2015

5:00 PM – 6:30 PM

WELCOME RECEPTION

For those of you arriving in Washington on Sunday, please join us for our special Welcome Reception the evening before our conference's official start. It's a great way to network and meet other conference participants-and a fun way to become engaged with our wonderful conference. Bar and appetizers will be available.

WHERE: Art Gallery Lobby, 2nd Floor of the School of Media and Public Affairs Building, 805 21st Street NW, George Washington University, Washington DC 20052.

DAY ONE | MONDAY, JULY 13, 2015

7:30 AM – 6:30 PM

REGISTRATION OPEN-Ballroom Foyer, Ballroom Level

8:00 – 11:00 AM

OPTIONAL PRE-CONFERENCE TUTORIALS*

(*Pre-conference tutorials are optional and require a separate registration fee).

Tutorial A: Write a Marketing Plan In Three Hours-Executive Forum, Ballroom Level

Kay Keenan, President, Growth Consulting Inc.

This tutorial session was so well received last year we invited Kay for an encore. So if you missed it last year, register for it early as it will sell out.

Every nonprofit is looking for ways to reach their targets efficiently. There aren't ever enough marketing dollars! This highly interactive session will help you create a first draft marketing plan tailored for your organization. It will include working with upper management, program and fund development staff to achieve an organization's needs. Bring with you a copy of your organizations strategic plan and a failed marketing attempt. We will help diagnose why the marketing attempt didn't work and what might have been done differently.

Key Learning Objectives:

- Leave with a "first draft" marketing plan for our organization
- How to keep your organization focused for effective marketing.
- How to use your time for the best results for your organization.

Tutorial B: The Power of Story-Latrobe, Ballroom Level

Jonathan Opp, Partner and Chief Poetics Officer, New Kind

Stories create meaning, cut through complexity, and make content persuasive. As information becomes unlimited, story becomes invaluable. Perhaps no type of organization has more authentic stories to share than nonprofits. Today every person inside and beyond your organization has the power to share your message. You just need to give them a story to tell.

This fun, interactive workshop will not only help you grow more comfortable as a storyteller, but inspire you to find compelling ways to better bring your organization's story to life. It covers four areas:

Key Learning Objectives:

- Explore what makes stories so powerful



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- Define a storytelling framework and common storytelling elements
- Craft your own stories
- Discover and share brand stories

Tutorial C: Advancing Awareness and Mission Via Cause Marketing Partnerships-Longworth, Ballroom Level

Mollye Rhea, President and Founder, For Momentum LLC

Over the past decade, cause marketing alliances have moved from "nice to have" status to becoming a cornerstone of today's marketing and fundraising platforms. In 2014, corporate cause sponsorship spending was up 3.9% to \$1.85 billion and IEG predicts that corporate cause sponsorship will grow another 3.7% to \$1.92 billion in 2015. Don't miss out on leveraging this growing segment!

Savvy nonprofits can take advantage of cause alliances to help raise awareness, funds and engagement. In this session, you'll learn about the latest cause marketing research and trends, and hear examples of how top nonprofits are leveraging cause in their marketing and fundraising platforms.

Key Learning Objectives:

- Gain a variety of strategies to leverage cause to advance marketing and communications goals
- Understand partnership priorities from both the nonprofit and corporate sides of the table
- Join in peer-to-peer discussion to develop an action plan you can integrate into your marketing plan

11:00 AM – 1:00 PM

PEERtables-Grand Ballroom, Ballroom Level

We open the conference this year with PEERtables, a dynamic mash-up of learning and networking. This is an opportunity to kick off your conference experience by focusing on up to four marketing topics of your choice. Exchange questions, successes, and ideas with your peers while connecting with other conference attendees who share your interest in the topic at hand. Each table, moderated by a topic expert, will attract as few as five participants or as many as 15 or more for a fast-paced, roundtable-style discussion. Every 30 minutes, you will switch tables to learn about new topics and meet even more of your conference colleagues. PEERtables are not the time to explore one idea in depth. The goal is to exchange as many ideas and surface answers to as many questions as possible. You will leave PEERtables with a long list of ideas as well as new relationships with conference colleagues—with whom you can continue discussions over the next two days.

11:00 AM – 1:00 PM

BOXED LUNCHES PROVIDED FOR ALL REGISTERED CONFERENCE ATTENDEES-Ballroom Prefunction, Ballroom Level

1:15 – 1:30 PM

WELCOME & OPENING COMMENTS-Grand Ballroom, Ballroom Level

Peter Barber, Chair, 2015 AMA Nonprofit Marketing Conference

1:30 – 2:30 PM

KEYNOTE PRESENTATION

Tony Foleno | Senior Vice President, Research, Planning & Evaluation, The Ad Council-Grand Ballroom, Ballroom Level

What's the Big Idea?

No matter what your issue or cause, a successful nonprofit marketing initiative requires a big idea – single-minded, relevant, tangible, emotional – from which all tactics must flow. This has never been more true than in today's dynamic and fragmented media environment. But how do you get there? The Ad Council leads 40+ national public service communications campaigns annually in concert with top marketers, advertising agencies and media companies in the commercial sector. Tony Foleno, who



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oversees research, planning and evaluation at the Ad Council, will talk about how campaign teams have worked together to discover the big idea, as well as other lessons learned along the way. Tony will also share a few thought-provoking Ad Council cases to bring these observations to life.

2:30 – 3:00 PM

NETWORKING BREAK WITH EXHIBITS-Ballroom Foyer, Ballroom Level

3:00 – 4:00 PM | BREAKOUT SESSIONS

BREAKOUT ONE: Motivating the Generations-Ballroom I, Ballroom Level

Better Engagement with Millennials: Moving with Them from Cause Enthusiast to Cause Activist

Emily Yu, Vice President, Marketing and Partnerships, The Case Foundation

Millennials are self-proclaimed “cause enthusiasts” who care about doing good. As this generation evolves, its members are poised to become “cause activists” who represent a new class of empowered and emboldened changemakers. With this shift, the Millennials have brought with them a new model for engagement, changemaking and advocacy. Organizations and institutions that do not recognize and embrace these changing dynamics will soon find themselves left with only outdated and ineffective strategies to communicate, engage and connect with tomorrow’s decision-makers. Learn about the latest forms of engagement with the Millennial generation, to more effectively unlock the potential of this generation and your organization.

Key Learning Objectives:

- Greater awareness about the Millennial generation and the key attributes that help to characterize this group of individuals.
- Comprehension of key concepts that contribute to successful engagement with Millennials.
- Understanding of how to apply best practices related to Millennial engagement between organizations and members of this generation.

BREAKOUT TWO: Getting Personal with Storytelling-Ballroom II, Ballroom Level

Stories Worth Telling: Develop Strategic Stories to Bring Nonprofit Impact to Life

John Trybus, Deputy Director, Georgetown University’s Center for Social Impact Communication; Bridget Pooley, Program Manager, Georgetown University’s Center for Social Impact Communication

Storytelling, storytelling, storytelling! It seems that everyone in the nonprofit community is talking about the power of storytelling. And for good reason: powerful stories can motivate volunteers, engage partners and inspire donors. This how-to session will share the findings and free tools from CSIC’s new Stories Worth Telling research project, which features insights from more than 81 nonprofits; help attendees to identify and bring to life compelling stories from within their own organizations; and inspire them to create a culture of storytelling within their own nonprofits through hands-on exercises.

Key Learning Objectives:

- Learn how to mine, produce and promote impactful and effective stories for nonprofits.
- Learn how to organically integrate storytelling into all marketing channels in a coherent and sustainable way.
- Learn what it takes to create a culture of storytelling within a resource-strapped nonprofit.

BREAKOUT THREE: Making Cause Marketing Work-Executive Forum, Ballroom Level

Digital Tactics for Real-World Sentiment

Stuart Shapiro, Senior Strategist, Blue State Digital

Every digital campaign has an objective. The broader the objective, the harder it can be to measure results. How do you measure improved sentiment, for example, from a campaign about the benefits of community hospitals? Or the merits of charitable lending? Blue State Digital has been working with nonprofit and advocacy clients to develop a new metric—a “sentiment score”—



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that goes beyond quantifying engagement numbers and helps gauge the tone of conversations.

Key Learning Objectives:

- Understanding and measuring the dichotomy between what people say and what people do.
- Getting client and C-suite buy-in on measuring sentiment within a digital community.

BREAKOUT FOUR: Amping Up Integrated Communications-Roosevelt, Ballroom Level

The 2015 Test Census Story: Analytics and Realtime Communications

Victor Romero, Communications Integrator, US Census Bureau

The 2015 Test Census in Savannah, GA, is providing key takeaways about the constant evolution of integrated communications in support of federal public affairs. Hear about the latest findings—all marketing research-based—and how they are informing communications plans for the 2020 Census.

Key Learning Objectives:

- The impact of micro-target digital ad campaigns.
- How integrated marketing motivates "self-response," especially online.
- Community-based partnerships are still essential

4:15 – 5:15 PM

KEYNOTE PRESENTATION

Dara Royer, Chief Marketing Officer, Mercy Corps-Grand Ballroom, Ballroom Level

Crafting a “Sticky Story”: The Art & Science of Creating Stories that Drive Lasting Engagement

Of course you want people to rattle off your organization’s top talking points and impact figures. But is that realistic? Probably not. It’s through your well-crafted, purposeful prose that these facts – and ultimately your mission – come to life. We’ll discuss how to identify, cultivate and share compelling stories that capture share of mind, heart and pocketbook. By looking at essential elements that generate deep attachment to your cause, and are easily shareable, we’ll explore how this type of storytelling can elevate your organization’s profile and strengthen fundraising efforts in ways that stick.

5:15 – 6:30 PM

DAY ONE RECEPTION WITH EXHIBITS-Ballroom Foyer, Ballroom Level

Networking activity and raffle prizes! Must be present to win.

7:00 PM

AFTER-HOURS DINE-AROUNDS

Join us for dinner at local restaurants for cocktails and dinner accompanied by one of our resident nonprofit marketing experts. Sign up for the restaurant of your choice and join the group for a rousing roundtable of dinner, discussion and fun. Sign-up sheets will be posted at the AMA Table Top. Reservations are on a first come, first serve basis, and maximum is 10 per restaurant. Participants are responsible for their own payment.



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DAY TWO | TUESDAY, JULY 14, 2015

6:30 AM-7:30 AM | **FUN WALK**-Main Lobby Entrance

Participants to gather in main lobby of hotel with host Kay Keenan for an early morning walk around the Georgetown area.

7:45 AM-6:00 PM | **REGISTRATION OPEN**-Ballroom Foyer, Ballroom Level

8:00 – 8:30 AM | **CONTINENTAL BREAKFAST WITH EXHIBITS**-Ballroom Foyer, Ballroom Level

8:30 – 9:45 AM

KEYNOTE PRESENTATION

Terry Macko, Senior Vice President, Marketing and Communications, World Wildlife Fund-Grand Ballroom, Ballroom Level

Leveraging the Power of Your Brand across Generations

Many nonprofits spend a lot of time defining and refining their missions, but they don't put the same effort into shaping their brand. Yet taking the time to distinguish your work from that of others in the same sector –and making an effort to evolve your brand over time – is as important as spreading the word about your cause, and as vital to keeping donors of all ages engaged. Using the lessons learned from working in both the for-profit and nonprofit worlds, World Wildlife Fund's Terry Macko will examine some successful ways to leverage one's brand, and ensure relevancy to a multigenerational base of supporters.

10:00 – 11:00 AM | **BREAKOUT SESSIONS**

BREAKOUT ONE: Motivating the Generations-Grand I, Ballroom Level

7 Keys to Success in Digital Marketing

Edward Jenkins, Chief Communications Officer, Seattle BioMed

This session will review the changing ways interaction happens between nonprofits and different generations—specifically focused on Generations X, Y and Z. From hiring the right people to learning about the upcoming generation of Gen Z, this session will run the gamut of digital and social media marketing.

Key Learning Objectives:

- How to plan your digital strategy.
- What is required to be successful in digital marketing.
- Different generational behaviors.

BREAKOUT TWO: Getting Personal with Storytelling-Grand II, Ballroom Level

Hitting the Bullseye with Video Storytelling

Laura Doyle, Executive Director, Dental Trade Alliance Foundation; Chris Tyree, Multimedia Producer, Journey Group

Pursuing video projects can sometimes feel like a game of darts — we aim in a certain direction with a general goal in mind, hoping to land in the perfect spot. But creating effective, memorable video content requires much more than a lucky toss. Learn how the Dental Trade Alliance Foundation has produced a series of highly targeted, story-driven videos to significantly increase donations and donor retention.

Key Learning Objectives:

- Dead Eye Focus: Dial in on specific purpose, audience and narrative approach.
- Gauge the Distance: Avoid common pitfalls in the planning and production process.
- Hit the bullseye: Package and deliver video content strategically to increase exposure.



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BREAKOUT THREE: Making Cause Marketing Work-Executive Forum, Ballroom Level

Public Health is for Everyone: Moving from a Website to a Movement

Abigail Alberico, Public Health Project Manager, Association of University Centers on Disabilities; Adriane Griffen DrPH (c), MPH, MCHES, Director of Public Health, Association of University Centers on Disabilities

Public Health is for Everyone, www.phetoolkit.org is a new, one-stop online resource to increase the capacity of public health professionals to create programs that benefit entire communities, including the 56 million American who have a disability. Practical, hands-on resources such as field guides, factsheets, checklists, brochures and other tools are featured on resource topics like nutrition, health care access, physical activity, emergency preparedness, obesity, accessibility, and tobacco. A Twitter handle has been launched, in tandem with a social media outreach strategy, for the first quarter of 2015 that targets content users and content providers, and other organizations in the resource topic area. This session will include metrics on the social media outreach strategy, the storytelling conversation tactics used, and general communications and marketing strategies used to promote Public Health is for Everyone on a shoestring budget.

Key Learning Objectives:

- Learn communication and marketing techniques for transforming a call to action into a social movement.
- Describe storytelling conversation tactics used to relay particular health disparities faced by people with disabilities.

Breakout Four: Amping Up Integrated Communications-Roosevelt, Ballroom Level

#allin1day – The Journey to Launch a Single Non-Profit Giving Day

Ashley Kazlauskas, Senior Manager, Consumer Fundraising, American Red Cross

Giving day fundraising events have seen increasing adoption and revenue growth over the past several years, particularly in the university and community foundation space, yet few non-profits have attempted to launch their own giving day event. To boost steady-state fundraising, the American Red Cross launched its first Giving Day on June 2, uniting teams in development, marketing and communications to come together #allin1day to raise funds to support the Red Cross mission. Learn about the journey from idea to execution as well as best practices to implement a giving day event for your non-profit.

Key Learning Objectives:

- Understand the rationale for a non-profit giving day and the exploration phase.
- Review strategy, considerations and tactics for launching an integrated giving day campaign.
- Explore best practices: what worked and what we learned in the first year.

11:00 – 11:30 AM

NETWORKING BREAK WITH EXHIBITS-Ballroom Foyer, Ballroom Level

11:30 AM – 12:30 PM | BREAKOUT SESSIONS

BREAKOUT ONE: Motivating the Generations-Grand I, Ballroom Level

Branded Content for Nonprofits

Sara Peralta, Marketing Associate, NPR

Branded content is the emerging advertising medium changing journalism, from BuzzFeed to the *New York Times*. Distinct from traditional media relations, branded content creatively employs storytelling to connect audiences to a brand. Learn how nonprofits are using branded content to deepen relationships with corporate sponsors. Understand how to position your organization to generate sponsored content to grow the brand. See real-world examples of nonprofits successfully telling their story to new audiences across platforms.

Key Learning Objectives:

- Understand the role of branded content in the current media landscape.
- Learn how to identify and capitalize on opportunities to generate branded content.



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- Share best practices for partnering with corporate sponsors to develop branded content.

BREAKOUT TWO: Getting Personal with Storytelling-Grand II, Ballroom Level

Story-Based Marketing: A Case Study

Gretchen Deaton, Senior Vice President of Brand Advancement, YMCA of Greater Kansas City; Alex Sodek, Chief Research Officer, Decision Insight

As nonprofits, we need to think bigger! To understand who their best customers are and what motivates them, the YMCA of Greater Kansas City conducted an in-depth analysis of the local market to understand not only the value – but also the wants, need, and motivations of current and potential members – to get closer to their customer base.

Tying big data with quantitative custom research, the Y identified target markets and uncovered new opportunities. Through this process came a breakthrough revelation: their best customer base was broader than they thought. Behavioral segmentation resulted in “personas” based on lifestyle and health habits. Compelling stories were created and used in targeted marketing efforts to these key segments. The result: growing membership and revenue along with greater community impact.

Key Learning Objectives:

- Use big data for market segmentation, to identify best customers.
- Optimize the offer with custom quantitative research.
- Develop creative storytelling materials based on consumer personality segments to advance your brand, marketing goals and bottom line.

BREAKOUT THREE: Making Cause Marketing Work-Executive Forum, Ballroom Level

Shredding the Stigma of Mental Illness, Statewide

Reem Nouh, Senior Vice President, Healthcare Marketing, Adams & Knight; Carol Vassar, Social Media Specialist, Hartford HealthCare

The stigma of mental illness is so pervasive; people perpetuate it daily without even realizing it, simply by using the wrong words. As a way of generating awareness for their behavioral health services, nonprofit Hartford Hospital decided to do something about it in Connecticut. See how, by working with Adams & Knight Inc., they created a campaign that integrated traditional, digital and social media — along with a powerfully simple visual hook — to engage not only the public, but also from local celebrities to the governor himself.

Key Learning Objectives:

- How to develop a specific and engaging “big idea” that can work across many types of media.
- How to create a simple yet effective call-to-action that yields trackable results.
- Effective ways of identifying and leveraging strategic audiences to help maximize the reach of your campaign.

BREAKOUT FOUR: Amping Up Integrated Communications-Roosevelt, Ballroom Level

What Makes a Video Successful on YouTube?

Valerie Streit, Senior Strategist, YouTube Creative Insights and Author of [YouTube Playbook for Good](#)

Nonprofits are raising awareness and educating people around the world with impactful, compelling video on YouTube. More than 24k nonprofit organizations leverage the platform to reach a global audience of 1B monthly unique users across millions of devices.

As the second-largest search engine in the world, people look for your organization and cause every day on YouTube. What will you show them? Move beyond the simple act of “making videos” to understanding effective programming concepts and innovative strategies to attract audiences and convert their views into charitable donations, volunteerism, changes in legislation, and so on.

Key Learning Objectives:

- Understand what makes great content succeed on YouTube.
- Explain the difference between programming for TV and YouTube.
- Know and apply the 10 fundamentals of a creative strategy to your next video campaign.

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12:30 – 1:45 PM

2015 NONPROFIT MARKETER OF THE YEAR AWARDS LUNCHEON-Colonnade, Lobby Level

2:00 – 3:00 PM | BREAKOUT SESSIONS

BREAKOUT ONE: Motivating the Generations-Grand I, Ballroom Level

Are Young Invincibles Invincible to Marketing?

Dan Ness, Marketing Director, U Care

How can a nonprofit health plan offering options on a state health insurance exchange reach “young invincibles” along with other generations of potential enrollees? This session will cover some strategies and tactics used by UCare in Minnesota, whose state exchange, MNsure, has enrolled 100,000 Minnesotans from across generations to-date.

Key Learning Objectives:

- Strategies for targeting “young invincibles.”
- Segmenting audiences to make generational reach more effective.
- Different marketing tactics tailored to generations.

BREAKOUT TWO: Getting Personal with Storytelling-Grand II, Ballroom Level

Deliver Next-Level Impact and ROI with Strategic Storytelling

Andy Gilman, President & CEO, CommCore Consulting Group

Learn how strategic storytelling and messaging improve the ROI of your nonprofit.

Key Learning Objectives:

- Learn to develop effective stories that fit your organization’s mission and advance your strategic goals.
- Determine how to maximize the impact of your stories by telling them at the right place and at the right time.
- Hear how to make your stories stand out when everyone else is telling stories.

BREAKOUT THREE: Making Cause Marketing Work-Executive Forum, Ballroom Level

Leverage Facebook’s Platform to Connect with People who will Care about your Cause

Eric Laurence, US Head of Nonprofit Marketing, Facebook; Tanner Rhodes, Client Solutions Manager of Nonprofit Marketing; Facebook

Nonprofits connect individuals with the causes, issues, and people that are important to them. Learn how to use Facebook to educate supporters, inspire advocacy, and bring people to the center of the issues that they care most about.

Key Learning Objectives:

- Content Mastery: Highlight the types of content that best resonate with audiences on Facebook.
- Know the Landscape: A dive into the changing mobile and media marketing landscape.
- Get Strategic: Leverage what you know about your people to find new supporters and activate existing ones.

BREAKOUT FOUR: Amping Up Integrated Communications-Roosevelt, Ballroom Level

It’s a Data Driven World – How to develop a data-driven, segmented communications plan

Lynn Howes, Partner, Analytical Ones; Jennifer Stokes, Vice President, Resource Development, Mile High United Way



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Fundraising and marketing go hand-in-hand in the nonprofit industry. As a marketer in this field, every member of your audience is a donor or prospective donor. So how can you develop a communication strategy that supports the organization's goal to fundraise and help build relationships with donors and future donors? In this session, you will learn how to use data to build a relationship-based integrated communications strategy. By using data analytics, you can move communications to donors toward an open, ongoing dialogue based on three things: their relationship with you; their persona; and most importantly, their intentions. Using a Mile High United Way case study, conference attendees will gain insights on how a nonprofit organization:

1. Aligned fundraising and marketing resources
2. Used data analysis to drive the communication strategy
3. Built an integrated communications calendar with donor-centric content
4. Evaluated performance goals based on key performance indicators

Mile High United Way launched its new communications strategy in September 2014, and a follow up analysis to determine its success will be conducted in February 2015. The results of this analysis will be shared with conference attendees along with strategies for improved performance based on the initial findings.

Key Learning Objectives:

- Learn how to align fundraising and marketing strategies.
- Understand how data analytics can help segment your communications.
- Generate ideas for creating a segmented integrated communication calendar that supports fundraising and marketing.

3:00 – 3:30 PM

NETWORKING BREAK WITH EXHIBITS-Ballroom Foyer, Ballroom Level

3:30 – 4:30 PM

Nonprofit Marketer of the Year Recipient-Grand I, Ballroom Level

Indirect Marketing™ and the Triangulation of Innovation™

Ettore Rossetti, Director, Social Media & Digital Marketing, Save the Children

Nonprofit innovation doesn't have to be an oxymoron. Imagine a world in which you add "social" as a prefix to your job title and "live" as a suffix to your organization name. New technologies such as livestreaming, crowdfunding and alternative payments enable donors to see our work in real-time, bring the field closer to the donor and democratize giving. Philanthropy is no longer an exclusive act among the few but rather an inclusive act among the many. Nonprofit brand loyalty is not passed from generation to generation but instead from peer to peer. GoFundMe, Bitcoin, FaceTime, Hangouts, Skype, Snapchat and Periscope can transform marketing, communications and fundraising. Technology innovation has disrupted and disintermediated industries such as news, music, retail and transportation. What's next for nonprofits?

Out Topic-Grand II, Ballroom Level

Do-It-Yourself Video 101: Learn the Secrets of Creating Memorable Videos

Mike Sukraw, CEO/Producer, Reliant Studios; Kristin Sukraw, President, Reliant Studios; Dan Roesch, Creative Director, Reliant Studios

Video is this amazing tool that takes people to the front lines of what you do without having to take people there one by one. It does this by engaging people on multiple levels and through multiple sensory input channels. The end result is a peak behind your curtain, a trip to your front lines and people walking away having connected with your organization on a deeper level.

With social media and YouTube channels being all the rage, you should be producing your own videos and populating your website and social media channels with new, fresh content.

Join the Reliant team as we walk you through a mini workshop. We will cover the basics of the preproduction process: how to create a culture of storytelling, draft a basic messaging strategy, take an idea through a creative process, find a story, select a location and draw out a story on camera through Reliant's unique interview techniques. It will be fun, interactive, engaging and immediately applicable to beginning and intermediate video storytellers.

Key Learning Objectives:



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- Discover how to be ready to capture cinematic gold and how to plan for a video that needs to accomplish specific goals.
- Learn the basics of preproduction, including how to choose a story, how to draw a story out through interview techniques that combine counseling and journalism techniques, and what to look for when scouting a location.
- Learn the secrets of Reliant's creative process and understand how you can implement the same strategy for your in-house videos.

Out Topic-Executive Forum, Ballroom Level

Rock Your Content Marketing Strategy

Kim Karagosian, Senior Director of Marketing and Communications, Red Chair Communications, a Division of AH

Like an artist with a hit song, you want your content to be memorable and generate downloads. Join us for this fun, interactive session where we will tie in some of our favorite songs to the creation of a platinum content marketing strategy.

- *Thriller* content strategy: What's all the hype around content generation and how does it tie into your marketing strategy?
- *We Built This City* on great content: Discover ways to build your content portfolio and get access to a template to get you started, or to help enhance your current strategy
- *You Oughta Know*: Content curation tools to help you become an expert and educator
- *Can't take my eyes off you*, technology: Inbound marketing technology solutions to understand who's visiting your website and downloading your content

Key Learning Objectives:

- A full understanding of different types of content and how to capture and use it in your marketing strategy to build awareness
- Real life success stories of non-profits using a content marketing strategy and how you can take a similar approach
- Valuable tools and technologies that will save you money and time, and enhance your content marketing efforts

4:30 – 6:00 PM

DAY 2 RECEPTION WITH EXHIBITS-Ballroom Foyer, Ballroom Level

More raffle prizes! Must be present to win.

DAY THREE | WEDNESDAY, JULY 15, 2015

7:45 AM–12:30 PM | REGISTRATION OPEN-Ballroom Foyer, Ballroom Level

8:00 – 8:30 AM | CONTINENTAL BREAKFAST-Ballroom Foyer, Ballroom Level

8:30 – 9:30 AM | BREAKOUT SESSIONS

BREAKOUT ONE: Motivating the Generations-Grand I, Ballroom Level

Engagement Through Twitter Chats

Dan Bostrom, Marketing Manager, Membership, American Library Association

Tweeting solely about your organization's products and services is a one-way ticket to losing your audience. How do you gain them back? Engage them with a Twitter chat! These public conversations are a great way to harness the energy of your audience on topics relevant to your content area. Twitter chats can motivate those who are less likely to come to conferences and in-person events, giving them a voice and a platform for interacting with their colleagues. Learn about how to start, manage and successfully promote your Twitter chat.

Key Learning Objectives:

- Learn how to plan a Twitter chat that will engage your user base and extend your reach.
- Learn the strategies that some of the most successful Twitter chats use.
- Acquire background in using Twitter metrics to measure and report on your chats.

BREAKOUT TWO: Getting Personal with Storytelling-Grand II, Ballroom Level



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Wrangling Creative Dynamos to Build a Bold Story

Kim Sellmeyer, Creative Director, Greater Omaha Chamber

One collaborative effort. One ambitious mission – create an authentic brand and image for the Omaha region that would allow 30+ communities, and nearly one million citizens, to speak with one clear voice to fuel economic growth.

Explore how the Greater Omaha Chamber bucked convention and broke from the traditional brand-building model to guarantee the “community’s brand” was truly a community effort – locally-driven and inclusive to ensure widespread investment in its creation and ultimate success. Instead of tapping a single agency, the Chamber enlisted almost 200 volunteers and hired 16 creative dynamos who left egos at the door to change the Midwest flyover perception. It could’ve been a disaster – but wasn’t. Learn how replicating this high-powered process might address your organization’s creative storytelling challenges.

Key Learning Objectives:

- Discover how a riskier, less conventional approach to solving creative challenges might be just the catalyst to inspire bold results.
- Learn how powerful human connection and collaboration can be during the creative process, particularly the serendipitous collisions that occur when innovative people with a common goal are in close proximity.
- Learn how the skills of harmony, adaptability and the idea of fairness can help guide and improve your creative development process.

BREAKOUT THREE: Making Cause Marketing Work-Executive Forum, Ballroom Level

Pinking Up to Raise More Green

Jen Roberts, MSHC, Account Executive, The Roberts Group; Jimmy Wilferth, Executive Director, Saint Francis Foundation

Is cancer awareness, specifically the color pink, oversaturating your market? With the global reach of national awareness months such as Breast Cancer Awareness Month, how does a local foundation generate energy and, more importantly, donations to their cancer programs? This session will educate attendees on various strategies to engage their local community in local awareness campaigns while gaining positive PR and cross-marketing clinical services. Using numerous tactics from TV spots to community “Pink Up Pals,” this annual campaign has produced an increase in donations on average of 150 percent each year. Cancer awareness is more than a ribbon, more than a color – it’s about creating a movement.

Key Learning Objectives:

- Learn how to keep energy for cancer awareness in an oversaturated national market.
- Understand the roles of marketing and foundation during an annual planning process.
- Apply strategies to your own community.

BREAKOUT FOUR: Amping Up Integrated Communications-Roosevelt, Ballroom Level

AN ILLUMINATING EXPERIENCE: Tree Lights at The Morton Arboretum

Jennifer Goodsmith, Vice President, Marketing and Communications, The Morton Arboretum

Many organizations strive to engage audiences all year long, and we all know that it takes the right marketing mix to make it happen. The Morton Arboretum wanted people to see trees in a different light — in winter — so we launched Illumination: Tree Lights at The Morton Arboretum, a 38-night, hands-on interactive exhibit. Building a new holiday tradition in a very competitive market made us embrace an integrated marketing strategy that attracted new audiences, increased buzz and raised awareness that benefited the organization all year long.

Key Learning Objectives:

- Demonstrate how an integrated campaign can attract and influence new audiences.
- Show how to build a brand for a new event that helps establish a new tradition.
- Identify ways to introduce people to a different understanding of what an organization does.

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9:45 – 10:45 AM | BREAKOUT SESSIONS

BREAKOUT ONE: Motivating the Generations-Grand I, Ballroom Level

A Generational Lens To Marketing

Jay Sharman, CEO/Founder, TeamWorks Media; Elizabeth Conlisk, Vice President, Communications and University Relations at Big Ten Network

Millennials get the majority of buzz in today's marketing world, but GenXers and Baby Boomers are still key constituencies of the development pyramid. Many marketers are focused on the communication platforms to engage their audiences, but that's only one part of the equation. We'll explore the proper messaging that best connects with each generation, the "why" behind it and the best practices to connect with each audience.

Key Learning Objectives:

- A step-by-step audience-engagement plan by generation.
- The latest media consumption trends by generation.
- Concrete case studies of best practices.

BREAKOUT TWO: Getting Personal with Storytelling-Grand II, Ballroom Level

Elevating Your Influence as a Spokesperson

Stacy Armijo, Senior Vice President and Austin General Manager, Pierpont Communications

As communicators, we spend most of our time thinking about influence. But how can we leverage our influence as a spokesperson? The influence we wield as spokespeople is the single most important factor in our ability to produce great stories to elevate our organization's brand and reputation. During this session, Stacy Armijo will share how to take storytelling techniques and weave them into your role as a spokesperson.

Key Learning Objectives:

- Leave with ideas for utilizing storytelling tactics as a spokesperson.
- Practice spokesperson storytelling tactics and learn what works for them.
- Learn best practices for elevating influence through storytelling.

BREAKOUT THREE: Making Cause Marketing Work-Executive Forum, Ballroom Level

Hungry for Cause Marketing? How Mexican Fast Food Saved Our Bacon

Emily Everett, Chief Marketing Officer, Stop Hunger Now; Mihali Stavlas, CEO, Mellonaid

The challenge: build a cause marketing program from scratch and raise \$100,000 in new revenue in eight months with no plan, no policies and no prospects in place. The solution: a motivated team, some real-world experience, open minds, creativity and some amazing luck. The result: a multi-year mission-matched cause marketing partnership that raised more than \$300,000 in the first year (2013–2014).

Key Learning Objectives:

- Find your value proposition. What's in it for them?
- Don't settle. Be intentional and consistent in vetting your prospects.
- Be creative and flexible. It helps make a lasting relationship.

BREAKOUT FOUR: Amping Up Integrated Communications-Roosevelt, Ballroom Level

The New Face of Integrated Marketing Communications (IMC)

Ciara Ungar, Digital Marketing and Content Strategy, American Advertising Federation

Key Learning Objectives for the Session

Components of Contagious Campaigns: Understanding what makes a campaign contagious is foundational before a strategy for an integrated campaign can be developed. We will discuss the seven parts of a contagious campaign that should be present in a



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successful IMC strategy.

Audience Segmentation and Targeting: At the onset of integrated marketing communications campaigns, we must know who the audience is and prioritize targets. The rise of digital and social today gives us more insight and the ability to segment at a more specific level, different segments have different communication needs so unique messages are necessary.

Maintaining Brand Truth through Advertising and Promotion on Digital and Social: Digital and social bring new challenges and maintaining a brand truth—especially in nonprofit—is more difficult with restrictions on resources and practice. We will explore some successful campaigns from non-profits and look at how they succeeded in maintaining their brand through on multiple channels, including the evolving channels of digital and social.

10:45 – 11:00 AM

NETWORKING BREAK-Ballroom Foyer, Ballroom Level

11:00 AM – 12:30 PM

CLOSING KEYNOTE PRESENTATION-Grand Ballroom, Ballroom Level

Carrie Martin-Munk, Chief Communications and Marketing Officer, The ALS Association

The Ice Bucket Challenge: Celebrating & Surviving a Social Media Surprise

What happens when an organization goes from \$20 million to \$115 million in six weeks, whose user-generated Facebook videos grab more than 10 billion views? As a marketer, imagine being inundated with media questions about a campaign you didn't start, and figuring out how to create deliverables to support a campaign you didn't plan. While The ALS Association didn't start the Ice Bucket Campaign, it did manage to "catch" it. Sure, there was luck involved. There was also a lot of hard work as the association found itself in the middle of the biggest charitable phenomena of all time. Get the inside view of the association's textbook crisis communications response, in addition to key marketing insights and essential tactics and takeaways from this global event. Then take a peek behind the curtain and explore the association's newest marketing challenge: How to transform a moment into a movement.

12:30-1:00 PM

Closing Remarks-Grand Ballroom, Ballroom Level

