

Technology

20.14

New England Society of Association Executives



Bentley University, Waltham, MA
Thursday, October 9, 2014



*This event offers 6.5 CAE
Professional Development Hours*

AGENDA

8:00 - 8:45 am	Registration and Breakfast (Genius Bars)
8:45 - 9:00 am	Welcome and Introductions
9:00 - 10:00 am	Opening General Session: Marketing Technologies <i>Nick Salvatoriello, HubSpot</i>
10:00 - 11:00 am	CONCURRENT BREAKOUT SESSIONS Should Your Association Be Playing in the App Space? <i>Adam Hostetter, American Technology Services and Marc Kaplan, Massachusetts Dental Society</i> What's Right for You Right Now? How to Implement Technology Event if You're Resource Stretched <i>Moderator: Ken Wax Panelists: Paul Chasse, Greater New Bedford Association of REALTORS®, Andy McMillan, BACnet International, JP Guilbault, YourMembership.com</i>
11:00 - 11:30 am	Break (Visit with Sponsors)
11:30 am - 12:30 pm	CONCURRENT BREAKOUT SESSIONS Making Sense of Social Media Analytics <i>Maggie McGary, Strategic Communications Group</i> Online Learning: Tips and Tools to Get Started <i>Joe Rogers, Massachusetts Society of CPAs</i>
12:30 - 1:30 pm	Lunch (Genius Bars)
1:30 - 2:30 pm	CONCURRENT BREAKOUT SESSIONS How to Create an Online Community That Your Members Will Use and Your Board Will Love <i>Josh Paul, Socious</i> Manage Your Organization's Organization <i>Tim Prouty, Microsoft</i>
2:30 - 3:00 pm	Break (Genius Bars)
3:00 - 4:00 pm	Closing Keynote: Focus on What's Next in Technology for the Future of Associations <i>Reggie Henry, ASAE</i>



SESSION DESCRIPTIONS

Marketing Technologies

Search engines, blogging & other Internet trends have fundamentally transformed the way people & businesses purchase products, but most small organizations still use outdated & inefficient marketing methods—like print advertising, telemarketing & trade shows—that people increasingly find intrusive & screen out. We need to stop interrupting what people are interested in & be what people are interested in.”

In this session, you will learn about:

- How to market smarter with social
- Inbound marketing (content & context)
- The good kind of marketing automation
- The buyer's journey and how to transform strangers to promoters
- How to transform your marketing into something people love

Speaker: Nick Salvatoriello, HubSpot

How to Implement Technology Even if You're Resource-Stretched

This panel discussion will explore ways to get results from technology even if you have a limited budget and an already-busy team.

We'll look at:

- How to Plan and Choose Priorities
- Where are the Quick Payoffs, and What's Realistic to Expect
- Beyond the Hype; What Activities Just Don't Make Sense for Small Associations
- Potholes to Avoid; Learn from Others' Experiences About What's Worth It and What's Not

Moderator: Ken Wax

Panelists: Panelists: Paul Chasse, Greater New Bedford Association of REALTORS®, Andy McMillan, BACnet International, JP Guilbault, YourMembership.com

Should Your Association Be Playing in the App Space?

If you're considering making an app available to your organization join us for this informative webinar on the dos and don'ts. We'll discuss the pros and cons of developing an app over [or in addition to!] a mobile friendly website, techniques and considerations that make for successful apps, and answer basic questions like “iOS or Android?” What about gyroscopes, GPS, cameras, and inertia sensors that can play a role in your app? Bring your appetite for knowledge and an open notebook and we'll cover all the basics together.

Panelists: Adam Hostetter, Manager, Design & Development; American Technology Services Inc. and Marc Kaplan, CAE, Director of Membership; Massachusetts Dental Society



Nick Salvatoriello
HubSpot

Nick Salvatoriello is a Principal Inbound Professor at HubSpot Academy where he develops and delivers training that educates and inspires

HubSpot's global community. Prior to joining HubSpot Academy, Nick was a HubSpot Inbound Marketing Consultant, where he consulted and provided planning and strategy for new customer accounts. Nick is a member of HubSpot Toastmasters and is also a professional DJ. An honors graduate of Union College, Nick embodies the spirit of the “Digital Native.” He has been using and leveraging social media for personal and professional purposes for his entire conscious life, starting and promoting a successful DJ business at the age of 16, campaigning for student government office, and developing a social-media-driven fundraising network for his alma mater. Through HubSpot Academy's online training programs, Nick now manages production for HubSpot's Partner Inbound Success Training and administers HubSpot's official Partner Certification exam to hundreds of HubSpot Agency Partners each year.



Ken Wax



Adam Hostetter
ATS



Marc Kaplan
Mass. Dental Society

Questions?

Call 978-250-9847 or
email info@nesae.org

Follow the NE/SAE Technology
Conference on your social media
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Making Sense of Social Media Analytics

Social media has become an integral part of most association's strategies across a number of departments. Staff time and resources are being dedicated to posting content on Facebook, Twitter, LinkedIn and other platforms, and to monitoring those sites. But how do you measure whether the time and effort dedicated to social media is having an impact on the bottom line? This session will provide an overview of which metrics matter across the popular social media platforms, as well as offer templates and resources for setting up your own social media analytic reports.

Speaker: Maggie McGary, Strategic Communications Group

Online Learning: Tips and Tools to Get Started

It used to be that in order to offer an online course, you needed to have a wealth of knowledge in the field of online programming and code. Today, that's simply not the case. Anyone with an internet connection and a desire to share knowledge can offer learning programs online. This session aims to provide you with the resources to take the next step in offering digital content to your membership.

Joe will guide us through a brief history of online learning and map out the current online learning environment, including a look at the various models of online learning, and trends in the industry. Be prepared to learn the digital classroom lingo, and how to identify which of the many online learning platforms best fit the needs of your organizations. Joe will also use some case-study examples to demonstrate which organizations have best used online learning to engage their audience and enhance their brand.

Speaker: Joe Rogers, Massachusetts Society of CPAs

Create a Private Online Community that Members Will Use and Your Board Will Love

You have heard about associations that have created private online communities for members. Now, learn about the strategies behind successful private online communities. The session will begin with an overview of the differences between the major public social networks and private online communities, and how both important platforms should be used. Next, Josh will provide proven strategies for how associations can build thriving, active member communities online. Finally, association executives will learn about the three ways that associations derive a strong ROI from their private online community strategy.

Speaker: Josh Paul, Socius

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Maggie McGary
Strategic Communications Group

Maggie McGary is a senior associate at Strategic Communications Group, a content marketing and sales enablement consultancy, where she works with global

brands, mid-market companies and startups in the technology and cybersecurity spaces. Prior to joining Strategic, she worked in the association space for over a decade, where she held various web communications roles, including online community & social media manager for the American Speech-Language & Hearing Association (ASHA) and web & social media administrator for the American Occupational Therapy Association (AOTA). Maggie was named the Angerosa Research Foundation's 2011 Publishing Trendsetter, an award recognizing innovation that advances association publishing.



Joe Rogers
MSCPA

Joe Rogers is the senior digital strategist at the Massachusetts Society of CPAs, Inc. (MSCPA), the state's premiere professional organization. His passion

in exploring new technologies have helped the Society drive webinar sales, introduce e-materials for participants at nearly all MSCPA educational events, and most recently, develop the MSCPA On-Demand learning platform.



Joshua Paul
Socius

Josh is the senior director of strategy at Socius, one of the top providers of online community software and services to associations and

nonprofit membership organizations. Josh has been helping nonprofit organizations and businesses increase revenue and build community for the past 15 years. He runs Socius's popular online community blog and creates dozens of free educational resources each year at www.socius.com

Manage Your Organization's Organization!

Many of us carry a notebook or notepad around to take notes for business, school, or personal projects. But can you easily find — and decipher — the info you need? Is it convenient to share your notes with others? You probably need an easy-to-use note-taking and information-management program where you can capture ideas and information in electronic form. Insert files or Web content in full-color, searchable format or as icons that you can click to access!

Speaker: Tim Prouty, Microsoft

What's Next in Technology for the Future of Associations?

It's time to re-imagine everything! This session will cover the effects of the major shifts in 21st century technology. Everyone can now have world-class technology. Not having it, and not providing the kinds of products and services that it enables, is now a lack of strategy, not a lack of resources. Reggie will talk about:

- Social Technology (How things are discovered and validated)
- Cloud Technology (How things are stored and delivered)
- Mobile Technology (How things are consumed)
- Big Data (How insight is created)

Take the necessary steps to further develop a technology plan that works for your organization.

Speaker: Reggie Henry, ASAE & The Center



Tim Prouty
Microsoft

Tim Prouty has been in the world of Information Technology for over 11 years, developing his strong skill set through various roles as Desktop

Support and a Systems Administrator. Tim has experience in the financial and insurance industries, but currently serves as a direct channel of technological support for Microsoft consumers and small business owners.



Reggie Henry
ASAE

Reggie Henry joined ASAE in November of 1994. His responsibilities are to implement "exemplary" systems at ASAE that can serve

as a model to the rest of the association community and to "ratchet-up" the use and understanding of technology among ASAE members. He has been working with and/or for non-profit organizations since 1985. Mr. Henry speaks regularly on technology and strategy issues. Some of his most recent speaking engagements include keynoting the 2014 TSAE Technology Day, 2014 Digital Now Conference, 2013 ASAE Technology Conference, 2013 U.S. Chamber of Commerce Institute Program, 2013 BOMA Leadership Retreat, 2013 Great Ideas Conference, and the 2012 Global INET Conference in Geneva, Switzerland. In 2009 he was invited by the Secretary of Smithsonian to participate in Smithsonian 2.0, a Gathering to Re-Imagine the Smithsonian in the Digital Age. Mr. Henry holds a B.S. in Economics and Computer Science from Georgetown University. Mr. Henry has served on the Curriculum Committee and faculty of the Institute for Organization Management (U.S. Chamber of Commerce) and the Technology Management Advisory Council for Georgetown University's Technology Management degree program. He enjoys cooking, drawing, pottery and golf.

Save the Dates!

January 15 - 16, 2014

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☐ Add \$25 after September 26, 2014

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