



This conference is designed as part two of a social media strategy series for higher education.

OVERVIEW

Many institutions continue to struggle in developing a sound social media strategy across many platforms. Additionally, ensuring you understand social media's role in your institution's overarching brand and digital strategies can be extraordinarily difficult.

This conference will demonstrate how to perform a deep analysis of your social media metrics, how to use different platforms for lead generation, and what paid promotion options are available. This conference assumes a solid understanding of your institution's platforms and strategy and explores how to fully leverage social media in your overall digital and brand strategies.

This conference is designed as the second part of a social media strategy series. You can register for these conferences together or individually.

TWO CONFERENCES FOR SOCIAL MEDIA STRATEGY

It is important to have an established social media strategy in place before using the platform to strengthen your institutional brand. If you're in the early stages of developing your strategy, join us for our two-day conference, [Social Media Strategy: Beyond the Basics](#), prior to this conference.

[Learn more about this two-day conference.](#)

WHO SHOULD ATTEND

Participants from advancement, enrollment, and marketing and communications with a desire to take their social media knowledge and strategy to the next level in furthering their institution, program or school's brand, and mission will benefit from this conference.

[CLICK HERE TO REGISTER](#)

<http://www.academicimpressions.com/conference/social-media-strategy-advanced-brand-and-digital-application>



LEARNING OUTCOME

After participating in this conference, you will be able to better leverage social channels to strengthen your broader brand and digital strategies.

CONTACT US FOR MORE INFORMATION

Contact **Gwen Doyle**, Conference Director at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.



SAVE \$100 ON THIS EVENT WITH AI PRO!

Available with: **AI Advancement Pro**

AI Pro offers your institution access to over **200 hours of training opportunities** on topics that will help you and your team achieve institutional goals and more. [Click here](#) or contact Bridget@academicimpressions.com for more information about AI Pro.



AGENDA

MARCH 2 - 3, 2015

Social Media Strategy: Beyond the Basics

Designed as the first part of a social media strategy series for higher education. You can register for these conferences together or individually.

WEDNESDAY, MARCH 4, 2015

- 8:30 - 9:00 a.m.** Conference registration and continental breakfast (included in registration fee)
- 9:00 - 10:00 a.m.** Social Media's Role in Brand Strategy
Your social media channels are some of your biggest communication platforms, but do you fully understand that as it relates to your institution's brand perception? In this opening session, we'll demonstrate how your social media efforts must integrate with your branding strategy and the implications of both.
- 10:00 - 10:15 a.m.** Break
- 10:15 - 11:45 a.m.** Using Social Media in Prospective Student and Alumni Lead Generation
You have a solid content strategy and active social media communities. You are poised to leverage these platforms to communicate information, but also to generate new student applicants and attract alumni donors with giving potential. Here we'll cover how to best use your channels to drive revenue to your institution.
- 11:45 a.m. - 12:45 p.m.** Lunch (included in registration fee)
- 12:45 - 2:30 p.m.** Measuring Your Strategy: Taking Analytics to the Next Level
This session will go well beyond typical lessons on metrics and analytics and will dive into how to truly use data to help you measure and further your social, brand and digital strategies. We will discuss how to use all data available to you via platforms and measurement tools, as well as how to use Google Analytics and Adwords to improve search engine optimization.
- 2:30 - 2:45 p.m.** Break
- 2:45 - 3:45 p.m.** Paid Options of Social Channels
Expanding on the previous session, you will have a good sense for whether or not you are capitalizing on the paid options available to you, and where to invest accordingly. Here we will talk through using paid promotions to help expand your reach, as well as to test messaging.
- 3:45 - 4:15 p.m.** Prioritizing Your Plans
Now that you have been given tools to understand how to take your strategies to the next level, it is important to know how to implement your plans intentionally and with internal support. You will leave this session with a strong understanding of how to move forward and what to move forward with once you return to campus.
- 4:15 - 4:45 p.m.** Final Faculty Q&A and Conference Evaluation



INSTRUCTORS



MEG BERNIER / Assistant Director, Editorial Services & Social Media

St. Lawrence University

In her current position, Meg Bernier (@msteverb) is always looking for the most creative way to tell St. Lawrence University's story. She manages St. Lawrence's presences on social media sites and serves as a campus-wide social media strategist for offices, departments, and organizations that are interested in learning how to achieve their goals using social media and digital content. She is also a content strategist and writer for various publications on campus, including the St. Lawrence magazine and the university's admissions publications.



KEITH HANNON / Associate Director for Social Media

Cornell University

Keith Hannon (@KeithHannon) is tasked with managing the various Cornell alumni social network communities, producing video content for the Web, utilizing current and emerging mobile technologies for alumni events, and streaming campus and alumni events live to the Cornell alumni Facebook page. Before joining Cornell, Keith was a senior producer for Six Degrees Games in Los Angeles, CA, where he developed creative content strategies and served as senior community manager for the social gaming company.



INSTRUCTORS



TIM JONES / AVP for Marketing

Cornell University

In his current position, Tim leads Clarkson's marketing, messaging, and branding to elevate this research university's position, prominence, and influence. He focuses on long-term strategic goals for admissions, student and alumni engagement, fundraising success, academic research, and peer outreach.

Prior to joining Clarkson University, Tim was the executive creative director at North Carolina State University in Raleigh, NC. He helped NC State redefine its market position and transform its communications approach through vision, direction, and strategy at the intersection of the web, design, marketing, and media. Tim also served in a transition role as the interim chief communications officer at NC State where he helped evolve a staff of forty into a best-in-class internal marketing and communications agency. He started at NC State as the director of web communications, working to establish the university's award-winning complete digital presence.

Tim has worked in higher education for more than twelve years, working at the College of William and Mary in Williamsburg, VA for six years before arriving at NC State. Prior to working in higher education, he worked as a reporter for a small semi-weekly newspaper in southeastern Virginia.



HOTEL RESERVATIONS

The conference will be held at:
Hyatt Regency Orange County
11999 Harbor Blvd
Garden Grove, CA 92840

This conference is designed as the second part of a social media strategy series for higher education. Book your travel from March 1 - 4, 2015 to join us for the entire series!



To reserve your room, call 714.750.1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$169 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 1 - 3, 2015. Reservations must be made by February 9, 2015. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Regency Orange County is conveniently located in close proximity to the Anaheim Convention Center, Disneyland Resort, Knott's Berry Farm, Honda Center, Angel Stadium, and world-famous Orange County beaches. The hotel is easily accessible from three airports - John Wayne/Orange County Airport (SNA) is only 13 miles away, Long Beach Airport (LGB) is 18 miles away, and Los Angeles International Airport (LAX) is 35 miles away.

Approximate Pricing for Transportation Options:

- John Wayne/Orange County Airport (13 miles away from the hotel)
- Super Shuttle: runs between the airport and the hotel; fare is \$10 per person, one way
- Los Angeles International Airport (35 miles away from the hotel)
- Super Shuttle: runs between LAX and the hotel; fare is \$16 per person, one way
- Taxis are also available at each airport and rates may vary.

The hotel's [transportation page](#) lists several more options for getting to and from the hotel.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, breakfast and lunch on Wednesday, as well as refreshments and snacks throughout the conference.

Best Values

Purchase Both Conferences and Save! - \$1995 USD
 __ # of attendees

Conference

Conference only - \$995 USD
 __ # of attendees

Total_____

Total_____



ATTEND AS A TEAM - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

EARLY BIRD PRICING

Postmarked on or before February 20, 2015. For registrations postmarked after February 20, 2015, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/social-media-strategy-advanced-brand-and-digital-application>



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.