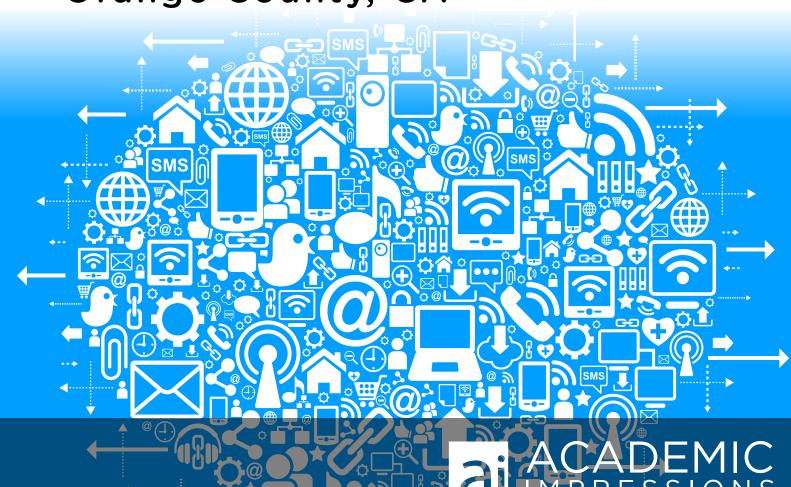
# CONFERENCE

# SOCIAL MEDIA STRATEGY: ADVANCED BRAND AND DIGITAL APPLICATION

March 4, 2015 Orange County, CA





# 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

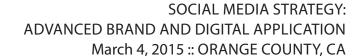
Participants from advancement, enrollment, and marketing and communications with a desire to take their social media knowledge and strategy to the next level in furthering their institution, program or school's brand, and mission will benefit from this conference.

**CLICK HERE TO REGISTER** 

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



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# **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!**

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# SOCIAL MEDIA STRATEGY: ADVANCED BRAND AND DIGITAL APPLICATION March 4, 2015 :: ORANGE COUNTY, CA

# **AGENDA**

MARCH 2 - 3, 2015

10:00 - 10:15 a.m.

### **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.

10:15 - 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.

Break

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



Academic Impressions



# **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.

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# **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.





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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  $\square$  # of attendees

# Conference

Conference only - \$995 USD  $\square$  \_\_ # of attendees

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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







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### **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

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