

AENC Luncheon/Marketing & Communications Conference

Building Your 2015 Marketing & Communications Plan – Solid Insights and Advice You Can Put to Work Right Away

November 14, 2014

VENUE & HOST SPONSOR

Millennium Hotel Durham, (919) 382-5012
2800 Campus Walk Avenue, Durham, NC 27705
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From the **Opening General Session** through your choice of **four unique Breakout Sessions** to the **Keynote Presentation** at lunch, this event is about being relevant and making your marketing and communications programs more effective.

Whether you are promoting an event, program, service or policy position, you need to have your A-game on to cut through the clutter. This event is where you start. Before you return to the demands of the office, stay for a few minutes following lunch to assess what you have learned and consider the beginning steps you'll take when you return to the office. You can do this by yourself or with others. Taking this little extra time while you are there will ensure that you get the most from your investment. Don't forget to talk with the exhibitors who specialize in helping make your plans a reality.

LUNCHEON & KEYNOTE PROGRAM ►

12:25 - 2:00 PM

**Re-thinking Your Next Quarter (Century):
How to Exceed Your Potential, Create Continuous
Growth, and Ensure Future Relevance**

Jared Nichols, The Jared Nichols Group

When facing an increasingly volatile and constantly changing environment, leaders and organizations must rethink their concept and strategy for growth in order to ensure future relevance. The program will equip association staff with a process for positioning themselves and their organizations for long-term continuous growth amidst constant market disruption, increased competition, and shifts in consumer behavior.

As a result of this program, you will be able to:

1. Increase your ability to attract and engage new and existing members, customers or special target audiences;
2. Clearly identify the emerging issues and obstacles your members, customers or special target audiences may face over the next 5 to 25 years;
3. Identify and articulate how your organization is equipped to uniquely address these issues and obstacles before they arise;
4. Drive in new revenue by creating breakthrough programs and offerings that meet the emerging needs and interest of your members, customers or special target audiences;
5. Increase the return on investment of time, energy and capital, enabling you to strategically focus on future growth and profitability; and
6. Continuously distinguish yourself and your organization from the competition both inside and outside your industry.

"Many futurists try to predict the future. Jared Nichols gives you the tools to understand it, analyze it, and create it."

– Lisa Earle-McLeod, Best Selling Author and President, McLeod & More, Inc.

MORNING MARKETING & COMMUNICATIONS CONFERENCE ►

8:00 - 11:45 AM

- **General Session**
- **Choice of 2 of 4 Breakout Sessions**
- **Specialized Exhibitors**

8:00 - 8:30 AM

Exhibitors, Continental Breakfast, Registration

8:30 - 9:15 AM

Opening General Session: Connecting Through the Chaos

Richard Campbell, President, CB&P (Carolina Broadcasting & Publishing)

Are you communicating ... or just making noise? There's an ever-growing risk your organization's messages are buried in the avalanche of information bombarding us all. A conscientious investment in purposeful, effective communications is the only way members and other key stakeholders such as policy-makers, can be reached. Supported by the findings of the *2014 Naylor Association Communications Benchmarking Report*, our opening session takes a look at the communication challenges associations report, and offers recommendations for successful communication strategies that reach intended audiences.

BREAKOUT SESSIONS – YOUR CHOICE OF 2 OF 4 UNIQUE SESSIONS

9:15 - 9:30 AM

Break and Visit with Exhibitors

9:30 - 10:30 AM

Drawing Your Roadmap to Success

Angela Jamison, President, Communicopia Marketing Services, Inc.

A good marketing and communications plan is like a road map. You need one to get where you want to go; in this case, achieving your marketing and communication goals. Without one, you could easily end up on the side of the

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road. Learn how to construct a marketing communication plan that is realistic, practical – and best of all – one that you will really use.

9:30 - 10:30 AM

The Lure of Shiny Objects

Dr. Joseph “Joe” Siragusa, D.C., M.Ed., CAE, Executive Director, NC Chiropractic Association and Laura Nakoneczny, CAE, IOM, Membership Director, NC Press Association

In the communication world, new tactics and channels are constantly emerging. Some even hold an allure that is hard to resist (“i-Anything”, anyone?). From YouTube to Instagram to Twitter and more, this informal fast paced session will showcase what other associations have done, and help you decide which tools make the most sense for your goals. Be ready to share your own experience – good, bad and ugly – with these shiny communication tools!

10:30 - 10:45 AM

Visit with Exhibitors

10:45 - 11:45 AM

Making Your Attendee Marketing Plan Sticky Like Spiderman’s Web

Scott Oser, Scott Oser Associates

While it might sound like science fiction, creating a marketing plan to lure attendees is more science than fiction. Scott will share tips and tricks for Sticky marketing based on a defined plan and use of multiple channels. This will be a fun and engaging session that will enable you to use what you have more effectively.

10:45 - 11:45 AM

“In God We Trust. All Others Must Bring Data.” – Finding and Harnessing Your Data

Bryce Gartner, Founder & CEO, icimo

W. Edwards Deming had a good point. Data is increasingly critical in both developing initiatives and in demonstrating the ROI of a communications investment. Learning how to harness the plethora of data within your organization will help you make solid, successful business decisions – and demonstrate strategic value. This facilitated roundtable discussion will encourage participants to share best practices for mining data effectively.

11:45 AM - 12:15 PM

Registration for Lunch, Networking & Visit with Exhibitors

12:15 PM

Doors to Luncheon are Open for Seating

12:25 - 2:00 PM

Luncheon & Keynote featuring Jared Nichols

Re-thinking Your Next Quarter (century): How to Exceed Your Potential, Create Continuous Growth, and Ensure Future Relevance

2:00 - 2:30 PM

Pulling it All Together – Make the Day’s Investment Count

Before you return to the “chaos”, we’ve set aside the time and space for you to work alone or with your colleagues to put the strategies and ideas from the conference into workable plans for your organization – before you even leave the building.

Yes, this means you stay a little longer, but the good news is that you leave with a plan in your hand...all ready to impress the staff/CEO on Monday morning.

Speaker Bios ► (in Alphabetical order)

Richard Campbell

Richard Campbell is President of Carolina Broadcasting & Publishing (CB&P), a Raleigh-based strategic communications firm and producers of NC SPIN, the state’s only independently owned and produced statewide public policy TV and radio program. Campbell has been immersed in media and communications from birth. For the past 20 years, he has applied his vast communications skills in the professional coordination of volunteer-led fundraising campaigns, marketing and sales of intricate technologies, and in crafting strategic communications strategies for North Carolina health care, agricultural and technology clients. Richard is involved in all aspects of establishing new client relationships and the development and execution of strategic communications. He enjoys the creative process and has the ability to translate complex issues into engaging messages. Richard is a proud native of North Carolina and loves helping North Carolina associations tell their story.



Bryce Gartner

Bryce is founder and CEO of icimo and a proven leader in creating data driven organizations, brand management, strategic planning, and new product development. Bryce’s quest for business solutions led him to build a broad range of experiences and relationships. He blends his expertise in both marketing and technology to build solutions that grow business based on customer data. Over the past 20 years, Bryce’s career has crossed over several industries including association, banking, e-commerce, technology, sports and entertainment. He has architected and managed development of new products, guided teams into new marketing spaces, re-launched company brands and new sales campaigns, expanded and built new partnerships and relationships while leveraging social media and marketing techniques to increase traffic and web sales. In strategic leadership roles as well as CMO, CIO and CTO, Bryce has merged marketing and technology to create strategies with direct impact on the bottom line, growth and ultimately the success of the company.



Bryce Gartner has spoken on topics including association management, big data, data analytics and visualization, technology integration, CRM (Customer Relationship Management), marketing and operational strategy with positive feedback from attendees, peers and management. He has presented at ASAE, AENC, Avectra, Golf Course Superintendent’s Association of America, Council for Entrepreneurial Development (CED), National Auctioneers Association, National Wild Turkey Federation, Society of Consumer Affairs Professionals and the Project Management Institute among others.

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Angela Bendorf Jamison

Angela founded Communicopia Marketing Services, Inc., in 1998 after 13 years of professional experience as a journalist, editor, advertising/PR agency executive and corporate communications manager. After graduating from the University of Missouri-Columbia with a degree in agricultural journalism and working as a newspaper editor, she held positions with prominent marketing organizations, including Bader Rutter & Associates, Valentine Radford Advertising and BASF Agricultural Products.



Angela founded Communicopia and has managed the agency's growth and evolution into the full-service marketing and public relations firm it is today. Communicopia analyzes situations and delivers strategic ideas and creative concepts at a cost in line with the current economic climate. Communicopia has helped clients weather challenging times by helping them get noticed among customers and key influencers who can quickly bring in more business. The firm's services include logo design and web sites, articles, brochures and media relations. With offices in historic downtown Wake Forest, Communicopia has local, national and global clients. Originally from Iowa, Angela moved to North Carolina for her career and has chosen the area as her home. To make an appointment for a free one hour consultation, please contact info@communicopiapr.com.

Laura Nakoneczny, CAE, IOM

Laura is Membership Services Director at the North Carolina Press Association, a position she has held since September, 2012. Prior to that, she was the Executive Director of the Turfgrass Council of North Carolina. She has also served as Communications Director, then Senior Director of Membership Development at the North Carolina Restaurant and Lodging Association. She has received numerous awards including: 2004 – Round Up Award for Best Regional Internal Communications Campaign, East Central District, Public Relations Society of America; 2003 – Cleveland Rocks Award for Best External Public Relations Campaign, Cleveland Chapter of the Public Relations Society of America; 2003 - Top 10 Cool Ideas Award for Best Annual Report, American Society of Association Executives; 2003 – Cleveland Vision Award, Cleveland Chapter of International Business Communicators; 1996 – Award of Excellence in Government Relations/Single Issue Campaign, American Society of Association Executives. 1988 & 1989 – Fundraiser of the Year, Ohio Association of Realtors.



Jared Nichols

Jared Nichols is a futurist, executive advisor, speaker, and coach. He provides the tools to help leaders and organizations gain competitive advantage, seize new market opportunities, drive in new revenue, and increase profits. As one of the few people in the world to hold a Master's Degree in Strategic Foresight, Jared is



sought out by leaders, organizations, and entrepreneurs to help them identify and create their long-term successful futures. Jared has published over 30 articles and is the author of *Leading the 21st Century: The CEO's Guide to Thriving in a Volatile and Uncertain Future*, and *Four Futures for the 21st Century Non-Profit*. Jared is regularly quoted in the media on a wide variety of issues which have recently included the future of entrepreneurship, the changing face of the news industry, capitalizing in uncertain times, the information economy, and the future of the workforce and education.

As the son of a career officer in the U.S. Army, Jared has lived in numerous places around the world. When asked why he became a futurist, Jared jokingly states that, "This career was a natural fit for me. I've moved around the world my entire life, and as a result, I can confidently state both personally and professionally that I understand the need to adapt and change in new and chaotic environments." Jared is a musician, competitive cyclist, and trail runner living in Boone, NC with his wife and two sons.

Scott Oser

Scott has over 17 years of marketing experience in the association and publishing industries. Before starting Scott Oser Associates, he worked for market leaders like the National Geographic Society, AARP and *Science*. Throughout his career Scott has excelled in developing, implementing and analyzing multi-channel direct marketing programs. He is highly skilled in creating effective membership, marketing and sales programs with the ability to align resources and operations to consistently achieve and exceed goals.



Scott Oser Associates has successfully worked with clients on direct marketing, brand awareness, new member acquisition, customer loyalty and retention programs, sales and marketing of exhibits, sponsorships, corporate partnerships, advertising, website evaluation, and production management. Scott has spoken at many seminars and conferences for ASAE and the state societies. He has written articles and is now partnering to produce a series of 30 minute webinars on important association topics.

Joe Siragusa, D.C., M.Ed.

Joe is currently serving as Executive Director of the North Carolina Chiropractic Association, a post he has held since July, 2012. He has served in the past as a licensed North Carolina school principal with experience in accreditation visits, faculty professional development, curriculum mapping and leadership. He has also had experience in health care as a clinician, entrepreneur, leader, author and lecturer. He was the first chiropractor in North Carolina to receive hospital privileges. He has had significant experience with state regulatory boards.



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Schedule at a Glance ►

8:00 – 8:30 AM

Registration for Morning Conference,
Visit with Exhibitors & Continental Breakfast

8:30 – 9:15 AM

Opening General Session

9:15 – 9:30 AM

Visit with Exhibitors

9:30 – 10:30 AM

Choice of 2 Breakout Sessions

10:30 – 10:45 AM

Visit with Exhibitors

10:45 – 11:45 AM

Choice of 2 Breakout Sessions

11:45 AM – 12:15 PM

Visit with Exhibitors and Networking

(If you are only coming for the lunch, you will need
to register at the AENC desk when you arrive)

12:15 PM

Luncheon Doors Open for Seating

12:25 – 2:00 PM

Luncheon and Keynote

2:00 – 3:00 PM

Visit with Exhibitors and/or Pulling It All Together

Hotel Accommodations ►

The Millennium Hotel Durham

If you need a hotel room, please contact David Sulak
(919) 382-5059. The rate is \$89/night plus taxes. Check-in
is 3 PM; Check-out is 12 noon.

The Millennium Hotel has 316 over-sized guest rooms,
16,000 sq. ft. of flexible meeting space, audiovisual and
production support, fitness center, indoor heated pool and
whirlpool, sundeck, complimentary parking, business center,
multi-lingual staff, high-speed wired and Wi-Fi internet, lobby
bar, Lounge & Grill, and Bel Gusto restaurant on site. The
hotel's shuttle service takes you anywhere within a five mile
radius.

Registration Options ►

You may register for one of the morning seminars and lunch
or for lunch only. **PAYMENT MUST ACCOMPANY REGISTRATION**

Online: www.aencnet.org

Please do **NOT** use your unique username and password to
register anyone other than yourself. Contact AENC if you
need help with online registration.

Fax: (919) 848-8255

Mail: AENC, 7511 Mourning Dove Road, Suite 102, Raleigh,
NC 27615

Directions ►

For GPS Direction: Millennium Hotel Durham, 2800 Campus
Walk Avenue, Durham, NC 27705
(919) 382-5012 or go to the website at
www.millenniumhotels.com/millenniumdurham/

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AENC Marketing & Communication Conference and Luncheon


November 14, 2014

Early Discount Registration ends on November 11 at 5 PM.
Registrations received after 5 PM will be processed at the higher fee.

The following information is required of all registrants.
Please type or print in black ink. Complete one form per person.

Host Sponsor: Millennium Hotel Durham
Program Sponsor: Colonial Williamsburg Hotels
Seminar Sponsor: CB&P
Audio Visual Sponsor: The Audio Visual People
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Full Name	Informal First Name
Organization/Company	
Email	Phone ()
You must provide an email address to receive a confirmation and receipt.	
Please check and complete all that apply: <input type="checkbox"/> First time attendee <input type="checkbox"/> New member (joined after Sept. 1, 2014)	
<input type="checkbox"/> Food allergy	<input type="checkbox"/> No <input type="checkbox"/> Yes Please specify _____
<input type="checkbox"/> Other special needs	<input type="checkbox"/> No <input type="checkbox"/> Yes Please specify _____
*AENC members do not need to complete the following unless there has been a change in your information since the last time you attended an event. Non members: please provide the following information.	
*Designations you hold	*Title
*Address	
*City	*State *Zip
*Fax	

 **CAE/CMP:** CAE (Earn 1 point per contact hour toward certification/recertification at AENC Programs); CMP (Check with Program Administrators for credit).

Cancellation Policy: Cancellations must be in writing and received at the AENC office no later than 5 PM on **NOV. 11** to receive a refund. **No-shows will not be refunded.**

Registration Options: You may register for the Seminar & Luncheon or just the Luncheon. Payment must accompany registration. Pre-event confirmation will be sent a few days before the event. If you register before November 11 and do not receive a confirmation, please advise AENC (jovita@aencnet.org). If you pay by credit card, you will receive an email confirmation of payment. If you register after November 11, please print the registration form and bring a completed copy with you to the event.

On-line: www.aencnet.org If you register online, you must pay by credit card. (Contact AENC if you do not have your username or password – lynn@aencnet.org) DO NOT USE ANOTHER PERSON'S USERNAME AND PASSWORD. Doing so will result in their information being removed/changed in our database.

Fax: (919) 848-8525 – If you fax in your registration, please ensure you get a confirmation from your fax machine and that the fax was successful.

Mail: AENC, 7511 Mourning Dove Road, Suite 102, Raleigh, NC 27615

For questions, contact AENC (919) 848-8255 or jovita@aencnet.org

*** Don't forget to enter the amount of payment in the right hand column according to the option selected. ***	EARLY RATE: BEFORE 5 PM, Nov. 11		REGULAR RATE: AFTER 5 PM, Nov. 11		Please fill in the amount for the option selected.
	AENC Member	Non Member	AENC Member	Non Member	
Morning Seminars & Luncheon	\$55	\$85	\$65	\$95	
Luncheon Only	\$0	\$30	\$10	\$40	

Payment: Payment must accompany registration. Please type or print legibly in black ink. TOTAL DUE \$ _____

☐ Check payable to AENC ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Card Number Exp. Date

Name on Card Security Code

Billing Address for Card

City State Zip Code

Signature Date

Email address where receipt should be sent if different from above