

AENC TECH 20.11

April 15, 2011 8:30 a.m. - 3:30 p.m.

Sheraton Chapel Hill

One Europa Drive, Chapel Hill, NC, (919) 969-2174
Special AENC hotel rates: \$99 plus taxes

Agenda – Six Basic to Advanced Seminars ▶

Version 1.0 (Basic to Intermediate)

9:00 - 9:50 a.m.

And Now You Want Us To Blog, Too?

Deirdre Reid, Reid All About It

The Board of Directors asks many things of the association executive and now they want you to start blogging, too. Check out this session if you want/need to take that next step in developing this social media tool for your association.

10:00 - 10:50 a.m.

The 21st Century Committee Meeting

Morgan Caywood, InterCall

It seems like just yesterday when committees all met face-to-face at the annual convention or before Board meetings, but now they want to do everything over the phone or even over the Internet. How do you make this happen?

11:00 - 11:50 a.m.

Smart Phones, iPads and Tablets, Oh My!

Jeff Gordon, NET(net)

It won't be long before the sale of smart phones and tablets out pace the sale of laptops. And, the gap seems to narrow daily. Are you on board with these technologies? Check out this session to learn more!

Version 2.0 (Intermediate to Advanced)

9:00 - 9:50 a.m.

Improve Event Management with Technology

Meeting Professionals Expert Panel

There are so many technology tools available to help you manage events more effectively and efficiently. Check out this session and learn from the meeting experts about technologies which have improved their event management.

10:00 - 10:50 a.m.

Give Your Email Marketing a Boost

Chris Urena, CommPartners, LLC

The days of throwing information out there to members and hoping it sticks are over. There are new tools that can help you measure the ROI of your email marketing and help you deliver ROI if you find you are not. Join this session to boost your email marketing.

11:00 - 11:50 a.m.

Getting the Most out of Social Media

TBD

Many organizations are taking advantage of social media. You have a FaceBook fan page, you Tweet, and you are sharing photos from your Annual Conference on Photobucket. However, is it working and how do you know if it is? This session will help you understand how to measure the ROI of your social media and how to get better results.

12:30 p.m.

SPECIAL LUNCHEON KEYNOTE SPEAKER: Critical Questions for Association Executives

We are honored to have Susan with us to share the most current trends in the world of association management.

Susan Robertson, CAE, is the Executive Vice President of ASAE and also oversees the work of the Foundation. During the past nine years with ASAE, she has served in progressively responsible roles including strategic and operational planning, and leadership of teams focused on finance, community, meetings, membership, research, marketing, advertising, sponsorship, fundraising, communications and public relations, and credentialing. Prior to joining ASAE, Robertson was Vice President of Marketing and Communications for U.S. Office Products, a multibillion dollar business products company. During her earlier career as a marketing and program development professional, she held positions with Ethan Allen Inc. in its Danbury, CT headquarters; Washington-based National Office Products Association; and the National Dealer Alliance, where she was Executive Director.



Susan Robertson, CAE
Executive Vice
President, ASAE

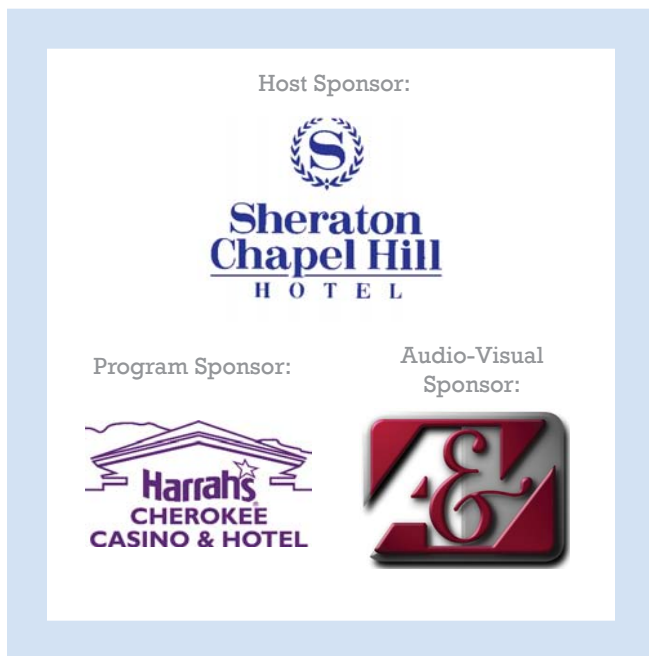


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TECH Showcase ▶

Visit exhibitors from 8:30 a.m. - 12:30 p.m. to learn about their products and services. After lunch, you will have another opportunity for an hour to visit with exhibitors.

- ▶ **Avecetra/NFi Studios:** Provides Association Management Software and Social Media designed to engage members, promoting stronger recruitment, retention and satisfaction.
- ▶ **Exceptional IT Services:** Managed IT Services, Project Management, Consulting and Telephony
- ▶ **Intelligent Technologies:** IMIS Software for Associations
- ▶ **InterCall:** Provide audio, web and video conferencing to association professionals around the world.
- ▶ **Laser Image:** Digital printing and cross media marketing services
- ▶ **SureSafe Data Protection Services:** Business-class online remote backup services for servers and workstations.



Schedule at a Glance ▶

8:30 - 9:00 a.m.

Seminar Registration, Continental Breakfast & Visit with Exhibitors

9:00 - 9:50 a.m.

Concurrent Seminars (See agenda)

9:50 - 10:00 a.m.

Break & Visit with Exhibitors

10:00 - 10:50 a.m.

Concurrent Seminars (See agenda)

10:50 - 11:00 a.m.

Break & Visit with Exhibitors

11:00 - 11:50 a.m.

Concurrent Seminars

11:50 a.m. - 12:30 p.m.

Luncheon Registration, Networking & Visit with Exhibitors

11:50 a.m. - 12:05 p.m.

Member Orientation

12:30 - 1:45 p.m.

Luncheon with Keynote Speaker and Exhibitor Introductions

1:45 - 2:45 p.m.

Visit with Exhibitors

1:45 - 3:30 p.m.

Roundtables:

- ▶ CVB
- ▶ Affiliate Services (non-hotel)
- ▶ Affiliate Hotels & Meeting Facilities



Register online at www.aencnet.org (contact AENC if you need help with your logon, (919) 848-8255)
OR use the attached registration form and fax to (919) 848-8525.

AENC TECH.2011 Technology Showcase & Membership Luncheon

April 15, 2011, Sheraton Chapel Hill Hotel

Host Sponsor: Sheraton Chapel Hill Hotel, Chapel Hill, NC
 Program Sponsor: Harrah's Cherokee Casino and Hotel
 Audio Visual Sponsor: A&V Company

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

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

Full Name _____ Informal First Name _____
 Organization/Company _____
 Email _____ Phone () _____

Please check and complete all that apply:

First time attendee New member since June 1, 2010 Food allergy _____
 Other special needs _____

*AENC members do not need to complete the following unless there has been a recent change in your information since the last time you attended an event. Non members should complete the following:

*Designations you hold _____ *Title _____
 *Address _____
 *City _____ *State _____ *Zip _____
 *Fax _____

CAE Credits: Earn one point per contact hour toward certification or recertification for the CAE® designation at AENC Programs.

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

Registration Options: If you have questions, call AENC (919) 848-8255 or email jovita@aencnet.org.

On-line: www.aencnet.org (If you do not have/know your login and password contact AENC at 919-848-8255.)

By Fax: (919) 848-8525

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

You must provide an email address to receive a confirmation and receipt.

Payment: Payment must accompany registration. Please type or print legibly in black ink.

Check payable to AENC MasterCard VISA American Express

Fill in the amount based on the date and the rate applicable to you to attend either the morning seminars & lunch OR the luncheon only.	EARLY RATE: BEFORE 5 PM, April 11		REGULAR RATE: AFTER 5 PM, April 11		ENTER AMOUNT DUE	AENC use: Received _____
	AENC Members	Non Member	AENC Members	Non Member		
<input type="checkbox"/> Morning Seminars & Luncheon	\$55	\$85	\$65	\$95		
<input type="checkbox"/> Luncheon Only	\$0	\$30	\$10	\$40		

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 _____