

 xperience

Association session agenda

Association Industry Best Practices

Tuesday, November 12

10:45am – 11:45am

Thought Leadership Session 1 | Marketing in 2020: Breaking Through the Clutter

Join this session for a discussion on how to incorporate engaging and differentiated content (video, infographics, digital flipbooks, and more) to unleash your full potential in actionable marketing campaigns. You'll learn how to invest in your insights, create customer-centric content, and use data to make smarter decisions.

10:45am – 11:45am

Thought Leadership Session 2 | Bridging the Gap Between Career Advancement and Continuing Education

Join us as we discuss the intersection of professional development and career advancement from the member perspective. You'll learn what members expect and desire from their association for career growth; what types of learning and continuing education experiences members really want; and how organizations can provide assistance in cultivating career opportunities and advancement for members.

10:45am – 11:45am

Thought Leadership Session 3 | Dismantling the Data Obsession: How to Personalize the Member Experience

Industry reports and benchmarking data prove that a meaningful member experience is key—we've always known this. It's the how that's tricky. One minute we have experts touting the need for a dozen data scientists, and the next it's a call for a DIY approach with another dozen integrated tools. The key to success is personalizing your member data. Take that behavioral and transactional data that members already automatically generate to communicate, engage with, and serve them better.



1:45pm - 2:45pm

Thought Leadership Session 4 | Members for Life: Fueling the Journey from Student to Retiree

In your members' eyes, the value your association provides will grow and change as they move through their careers. From initial recruitment to renewal, it's imperative your organization understands what members want and need at each stage of their career and how you can deliver value on what they find most important. Join this session to take a deep dive into the complete member journey and how your organization can design an experience that will boost engagement and support members throughout each phase of their career.

1:45pm - 2:45pm

Thought Leadership Session 5 | How AI Will Boost Personalized Member Experiences

Personalization is essential to delivering better experiences; however, only 33 percent of members believe they receive personalized content, according to recent Community Brands research. There's a growing expectation from members that organizations use their information to provide more personalized interactions based on preferences and past behaviors. As artificial intelligence and machine learning algorithms improve, there are now more opportunities to deliver personalized, relevant experiences at scale. In this session, our diverse panel of experts will discuss real-world success stories of associations using AI to boost member experiences.

1:45pm - 2:45pm

Thought Leadership Session 6 | Blended Data for Enhanced Member Engagement

The opportunity exists to blend and analyze your data to obtain the truest understanding of your member segments and their ever-evolving interest clusters. This session will define Blended Data and provide examples of how organizations like the Association of Clinical Research Professionals (ACRP) are using it. In contrast to other AMS systems, Community Brands has open policies regarding data sharing with NetForum, YourMembership, NimbleAMS, Aptify, and Expo Logic. This means you can take full advantage of the dramatic advances in data analytics today.

3pm - 4pm

Thought Leadership Session 7 | Disrupt and Deliver: How Associations Can Keep Pace with Emerging Technology Trends

Keeping pace with emerging technologies can seem overwhelming. But, in today's disrupt-or-be-disrupted world, it's a necessity. Association decision makers must take stock of recent experiences with emerging technologies and begin the process of reinvention required for their organizations to thrive. Join our panel of technology thought leaders who will discuss the evolving world of technologies, the impact they'll have on associations, and how association leaders can keep pace with technology trends.

3pm - 4pm

Thought Leadership Session 8 | Capturing the "Voice of the Member" to Fuel Engagement

How are you engaging your members? Most associations are sending loads of content in emails hoping to drive engagement. Associations are talking to members 24/7. So, why isn't it working? There are missing pieces to the puzzle: THEIR voices. THEIR feedback. The "Voice of the Member" originated in corporate America as a customer success tool and is a new concept for associations. In this session, we'll learn how to capture The "Voice of the Member" and use it to improve retention and engagement.

3pm - 4pm

Thought Leadership Session 9 | How to Create a Year's Worth of Content From One Event

What do you do when your cause isn't sexy and you're working with a niche audience, but have to regularly produce content? Come and learn how the Accreditation Council for Business Schools and Programs used one event to fuel their content marketing for the entire year. In this session, we'll discuss how to find key thought leaders in your industry, how to create a content bank, and ways to leverage the content you have on hand.



IT and Leadership Trends

Wednesday, November 13

10:45am – 11:45am

Thought Leadership Session 10 | Blast Off: Tips and Tricks to Take Your Membership Out of This World

Members are the lifeblood of associations. Members drive your mission forward and their dues are a main source of revenue. Memberships propel your organization forward, so it's no surprise that increasing membership is a top goal for many associations. How do you continue to attract the attention of non-members? And how do you get them to join your association? In this session we'll review membership recruitment tips and tricks to exceed your recruitment goals.

10:45am – 11:45am

Thought Leadership Session 11 | How to Build a Successful Data Governance Program

Your association captures a ton of rich member data that informs business decisions. In exchange for their data, members expect security, privacy, and additional value. Are you prepared to take on the high level of trust, responsibility, and usage policies that accompany this trade? This session covers strategies for data governance, featuring association case studies. Take away ideas for building a business case, gaining executive buy-in, and starting on your data governance journey.

10:45am – 11:45am

Thought Leadership Session 12 | Career Journey Workshop: Build a Career Path for Your Members

Propel members forward. Join this workshop to map their future career path based on the job they have today and the job they ultimately want. Come prepared with your industry's job titles, from entry-level to executive, and leave with a clear map of how members can progress down this path step-by-step, incorporate learning courses, and suggestions for how to use them.

Tuesday, November 12

10:45am – 11:45am

Thought Leadership Session 1 | Creating and Managing Virtual Teams: The Future of Work

Building a strong team is critical for organizational success. Creating and managing a virtual workforce may be the answer to recruiting and retaining top talent but it can present challenges that require flexibility and creativity. An entirely virtual staff, or a hybrid arrangement has become more commonplace. This session will focus on the future of work and establishing successful models that cross physical and virtual boundaries. We'll dive into technology, the gig economy, and more.

10:45am – 11:45am

Thought Leadership Session 2 | AI and Automation Tools, Tips, Tricks

Are you ready to save the time it takes you to manually manage your lists and perform tedious tasks? Are you ready to get out of cumbersome spreadsheets? Are you ready to learn about how artificial intelligence (AI) can be infused into your organizational processes to make them smarter and less time intensive? This session will demonstrate some of the tools you need to solve those problems and make your workflows more intelligent.

10:45am – 11:45am

Thought Leadership Session 3 | Cybersecurity 2020

How focused is your organization on cybersecurity? Is your information technology team prepared for the next big exploit or vulnerability? Do you have plans in place for handling a breach? Walk away from this session better equipped to manage your cybersecurity in 2020 and beyond.



1:45pm – 2:45pm

Thought Leadership Session 4 | Bridging the Gap: Improving Interpersonal Relationships between IT and End Users

XXXXXX This is missing an abstract XXXXXX

1:45pm – 2:45pm

Thought Leadership Session 5 | The Journey to Data Quality

In this session, we'll discuss the state of cybersecurity within the industry today, and review key steps you should already be taking to protect your organization's assets, secure your member data, and safeguard your association's mission.

1:45pm – 2:45pm

Thought Leadership Session 6 | Designing the Future State for Your Learning Strategies

Adult learners want information now. They demand formats and platforms that are accessible 24/7, and current and relevant to their job, their career development, and their interests. Many associations continue to rely on traditional conference models as a primary revenue source without focusing on learning impact and application of knowledge in job skills and competencies for the future workforce. Poorly attended workshops and limited use of online learning only reach a small percentage of total membership. It's time to design a future state for your learning strategy to include engaging content, competencies, digital recognitions, and a data and analytics plan to demonstrate use, value, and learner impact. This masterclass will engage CEOs/EDs with key staff to collaborate and develop actionable scenarios for small and large associations.

3pm - 4pm

Thought Leadership Session 7 | Breaking Limiting Beliefs – Don't Wait, Just Do It

Through her story of entrepreneurship and growing the largest movement of women leaders in the world, our presenter shares her journey and how she found her answer to the question: "Who do I think I am?" She'll encourage the audience to dig deep and maybe even find your own answer.

Wednesday, November 13

10:45am – 11:30am

Thought Leadership Session 9 | We Are All Privacy Advocates

Today, it's unusual to have a data security discussion without referring to "privacy." What do we really mean when we use this term? As a vendor, you're responsible for the data provided to you by your customers. They expect you to protect it and maintain the strictest controls possible to prevent a data breach. Do you know whether your controls are being followed? Have they been tested recently? By the end of this session, you'll have a better understanding of the importance of data privacy compliance and steps you can take to confirm if your organization is subject to compliance standards.

Monday, November 11

10:45am – 11:45am

Association Industry Forum

1:30pm – 2:30pm

Product Roadmap

2:45pm – 3:45pm

Breakout Session 1 | Developer's Corner: Top Tips For Performance Tuning, Database Cleanup & Maintenance

In this session, we'll review common database maintenance and performance issues such as database growth, timeouts, locks, etc., and the best methods to address them.

2:45pm – 3:45pm

Breakout Session 2 | COMING SOON

XXXXXX This is coming soon XXXXXX

4pm – 5pm

Breakout Session 3 | Aptify Accounting Best Practices: Everything You Need to Know

Join us for a review of common accounting and financial data mistakes and related recommendations. In addition, we'll discuss useful reports to simplify reconciliation and fiscal period close processes.

4pm – 5pm

Breakout Session 4 | Three Easy-to-Implement Ways to Simplify the Aptify End User Experience

This session contains three surefire methods to make your end users happy through simplification. Attendees will learn how to alleviate unnecessary navigation by consolidating Services under one Application; create versatility in searches by using effective Multi-Prompted Views; and create clearer communication by using effective Dashboards. Multiple examples will be presented and time will be set aside for Q&A.

Tuesday, November 12

10:45am – 11:45am

Breakout Session 5 | Data Integrity: Prevention, Validation, Cleanup, and Privacy

No more dirty data! Join us for a session surrounding best practices around data collection, validation, tools to identify and clean up bad data, most common data issues, PCI & GDPR considerations, and more.

10:45am – 11:45am

Breakout Session 6 | Introducing e-Business 6.0: Interface, Features & More

In this session, we'll walk through the e-Business 6.0 interface, feature set, and examples of implemented sites.

1:45pm – 2:45pm

Breakout Session 7 | COMING SOON

XXXXXX This is coming soon XXXXXX

1:45pm – 2:45pm

Breakout Session 8 | 5 Tips To Improve Interactions Between Technical & Non-Technical Staff To Get Results

Technology in organizations has made great strides over the years, but interactions with the IT team have mostly stayed the same. Friction during requirements gathering and project implementation are not uncommon but are preventable. Using humor to highlight some of the common tropes of IT/End User relationships, this session provides five research-based take aways for improving interactions between highly technical and not-so technical staff members and everyone in between.



Wednesday, November 13

3pm – 4pm

Breakout Session 9 | Roundtable: BluePay/Hosted Payment Pages and Implementation Stories

Join this roundtable discussion about how clients have implemented BluePay, what cost benefits they've realized, challenges they've encountered, and how they have been able to overcome them.

3pm – 4pm

Breakout Session 10 | Top Five Tips & Tricks for Aptify Administrators

Attendees will learn how to create Dynamic Dashboards, Venal Views, Exciting EBOs, Iconic Imports, and Nilhistic Navigation. Join Dave O'Connell to learn easy-to-implement, high-impacting changes that will make your Administrator license sing and your end users jump for joy.

4:15pm – 5:15pm

Breakout Session 11 | Roundtable: Auto Renewal and Payment Scheduling Tips and Tricks

Sit in on this roundtable discussion about how clients have implemented auto renewals or offered members payment plans.

4:15pm – 5:15pm

Breakout Session 12 | Aptify Ask Me Anything

Stump the expert. This is your opportunity to ask the Aptify team any pressing questions that were not answered over the past two days.

10:45am – 11:30am

Breakout Session 13 | Aptify Web Adoption Best Practices

Learn how to make the transition from Aptify Desktop to Aptify Web. In this session, we'll debunk some of the common myths about Aptify Web and discuss recent efforts for clients of varying profiles.

10:45am – 11:30am

Breakout Session 14 | Aptify Marketplace Updates

Review exciting new extensions and services available now in the Aptify Marketplace, including ExpoCAD integration and recurring database tuning..

Nimble AMS

Monday, November 11

10:45am – 11:45am

Association Industry Forum

1:30pm – 2:30pm

Nimble AMS Jam Session

2:45pm – 3:45pm

Breakout Session 1 | Advance Your Organizational Goals with 2019 Nimble AMS Features

Now that Cross Sell is available, how will you take advantage of customers' past purchases to achieve future revenue targets? Learn how to make this possible with a little help from various Nimble AMS apps designed to jumpstart your organization's goals.



2:45pm – 3:45pm

Breakout Session 2 | Intro to Nimble AMS

This session is a crash course on Nimble AMS. Learn what it means for Nimble AMS to exist in the cloud and on the Salesforce platform. Then, get a broad overview of everything Nimble AMS can do for your association and how all the elements within Nimble AMS work together.

4pm – 5pm

Breakout Session 3 | Welcome to the Cart-Order Lifecycle

Carts and Orders are how your constituents purchase items through Nimble AMS. This course will show you how this process works and give you tools to investigate and resolve adjustments to Orders of different types. We'll also give you a high-level overview of how Transactions are generated and where funds go.

4pm – 5pm

Breakout Session 4 | There's an Automation for That

The American Society for Surgery of the Hand (ASSH) found Nimble AMS in 2015. Now it's finding new ways to automate everything in its organization. Listen to how ASSH took innovation to new levels, creating efficiencies by automating hundreds of processes and turning a tedious application process into one of its biggest revenue drivers!

Tuesday, November 12

10:45am – 11:45am

Breakout Session 5 | Hands On with the New Lightning Flow Builder

Since Salesforce released its new Lightning Flow Builder interface, many things have changed. And, all for the better. Come learn how you can take advantage of new Flow features, such as Apex Actions, built-in lightning components, and a more intuitive interface.

10:45am – 11:45am

Breakout Session 6 | Salesforce Packages that Admins Should Not Live Without

Use these indispensable packages to take your organization further. Even begin giving back to the community with your own ideas and work!

1:45pm – 2:45pm

Breakout Session 7 | Just-in-Time: Post-Live Project Success

Ever had trouble starting from scratch? Be it creating a report, painting, or line of code? Choice paralysis is real! However, situational constraints and contextual data can simplify your problems. That's why post-live projects are increasingly successful.

1:45pm – 2:45pm

Breakout Session 8 | Elevate Your Mission with AI (Einstein), Business Intelligence (Tableau), and IoT (Internet of Things)

Salesforce recently acquired Tableau, the leader in business intelligence (BI) tools, including data visualization and analytics. Learn how you can leverage Tableau with Salesforce and Nimble AMS to allow your organization to visualize and analyze all your data from various sources in user-friendly charts and dashboards. Combine all the pieces (Nimble AMS, Einstein, Tableau, other data sources) into a single experience.

3pm – 4pm

Breakout Session 9 | Nimble AMS Admin Tips and Tricks

Back by popular demand: A rapid fire of small things that our team suggests to turbocharge your implementation of Nimble AMS.



3pm – 4pm

Breakout Session 10 | Community Hub Tips and Tricks

Looking for guidance on how to elevate your current Community Hub experience? Learn how to present date-based messaging, role-based content, and more! Preview how lightning communities can enhance your event marketing.

4:15pm – 5:15pm

Breakout Session 11 | Say Hello to Einstein

Artificial intelligence (AI) is available today with Salesforce Einstein. Learn more about AI and how these Salesforce Einstein features can be used by your association to delight your staff and constituents.

4:15pm – 5:15pm

Breakout Session 12 | Super Simple Payments

Making payments easy for your constituents has a direct correlation to maximizing membership retention and increasing non-dues revenue. In this session, we'll review some of the tools available to you to make payments super simple, including Stored, Express, Scheduled, Installment, and Recurring payments.

Wednesday, November 13

10:45am – 11:30am

Breakout Session 13 | Nimble AMS Deferred Revenue and You

Let's peel back the curtain on the mysterious process that generates Deferred Revenue and the resulting recognition transactions.

10:45am – 11:30am

Breakout Session 14 | Get Ahead by Reacting

Business Events make it simple for app builders and administrators to use declarative tools to react to common system actions and activities. They leverage Salesforce's Platform Events, and with the Summer 19 release, users can author their own. See how you can use Business Events to track member retention history and more!.

NetForum Enterprise

Monday, November 11

10:45am – 11:45am

Association Industry Forum

1:30pm – 2:30pm

NetForum Enterprise Jam Session

2:45pm – 3:45pm

Breakout Session 1 | Developer's Corner: New NetForum Features You Probably Didn't Know About

Come learn about five developer-oriented things you probably didn't know were added to NetForum. We'll cover some cool new things, such as Local Login, new features in Deploy Tool, eWeb Password Security, and eWeb Security HTTP Module.

2:45pm – 3:45pm

Breakout Session 2 | Skill Up In iWeb Query Tool, Audiences & Datasets

This training is geared toward power users looking for a “how to” in the following advanced query features in NetForum: Sub-Query, Grouping, Counts, Query Security, Audiences, and Dataset Design.

4pm – 5pm

Breakout Session 3 | COMING SOON

XXXXXX This is missing an abstract XXXXXX

4pm – 5pm

Breakout Session 4 | Proven Tips From End Users & Power Users

In this fast-paced session, we will present tips and tricks for end users and power users, including submissions from your peers!

Tuesday, November 12

10:45am – 11:45am

Breakout Session 5 | Part 1: 10 Things That Can Be Done in Toolkit in 10 Minutes

Always a favorite, this session will showcase changes that can be made with the NetForum Enterprise Toolkit in 10 minutes or less. Walk away with new ideas and steps you can take back home to make NetForum Enterprise your own.

10:45am – 11:45am

Breakout Session 6 | Keys to Successful NetForum Upgrades

Learn best practices for a successful upgrade, including alignment of business goals, preparation, utilization reviews, testing and SOPs, and project management tips for customers. Also, discover the benefits of upgrades and hear about before and after results for clients.

1:45pm – 2:45pm

Breakout Session 7 | Part 2: 10 Things That Can Be Done in Toolkit in 10 Minutes

Always a favorite, this session will showcase changes that can be made with the NetForum Enterprise Toolkit in 10 minutes or less. Walk away with new ideas and steps you can take back home to make NetForum Enterprise your own.

1:45pm – 2:45pm

Breakout Session 8 | AICPA & NetForum: Management and Partnership of a Large Dues Project [Case Study]

Join AICPA and NetForum for an inside look at how the NetForum team managed a large dues renewal process project with AICPA. In addition, the Manages Services Agreement will be highlighted during this session.

3pm – 4pm

Breakout Session 9 | How To Save Time & Create Efficiencies With NetForum Add-Ons

Find out how customers are using services add-ons to enhance their NetForum. Get an inside look at how you can improve your system with the most popular available add-ons including marketing and segmentation, chapter portal and identity management and SSO.

3pm – 4pm

Breakout Session 10 | “Must Knows” for the Accounting Module in NetForum

This training session will include a variety of topics that are critical for successful use of the Accounting module, including how to properly use discount codes, void versus cancel, miscellaneous journal entries, proforma invoice management, and more.

4:15pm – 5:15pm

Breakout Session 11 | Application Best Practices: How To Measure & Improve Your System Performance

In this session, we'll detail how to measure and improve your system performance.





YourMembership

Monday, November 11

4:15pm – 5:15pm

Breakout Session 12 | How to Optimize Customer Engagement Using NetForum

This session would include ways on how to improve customer engagement using NetForum. This would include how to use baseline features such as A-Score, moves management, tracking activities, and driving customers to eWeb to build and manage customer engagement. This session would focus on those baseline areas that are underutilized but are profoundly important in member or donor engagement.

Wednesday, November 13

10:45am – 11:30am

Breakout Session 13 | NetForum: Ask Me Anything

Stump the expert. This is your opportunity to ask the NetForum team any pressing questions that were not answered over the past two days.

10:45am – 11:30am

Breakout Session 13 | Fundraising Basic Training: Donor Management and Gift/Pledge Processing

This training session will be an overview of the various donor management features in NetForum, with a deeper dive into the core donation types: Gifts, Recurring Gifts, Verbal Pledges, Signed Pledges, Pending Signed Pledges, and pledge payments. We will go over the definitions and differences, and advise on when to use each to meet fundraising business needs.

10:45am – 11:45am

Association Industry Forum

1:30pm – 2:30pm

YourMembership Jam Session

2:45pm – 3:45pm

Breakout Session 1 | Getting the Reporting Edge: Grow Your YM Reporting Skills

Is there one total on a report you just can't seem to get right? Are you struggling with getting just the right data you need? Join this session with our YM reporting expert to learn tips and tricks for successful reporting.

2:45pm – 3:45pm

Breakout Session 2 | For the Love of Volunteers! Keys to Developing High-Performing Volunteer Engagements

Volunteer work is critical to your association. It deepens member relations to the organization and offers the chance to build new skills, while also supplementing your staff's daily workload. In this session, you'll gain strategies to develop high-performing volunteer engagements that meet members' expectations, while moving your organization forward.

4pm – 5pm

Breakout Session 3 | How to Super Charge Your Event App for Attendee Engagement

4pm – 5pm

Breakout Session 4 | Expert Tips and Tricks for YM Accounting

Get the accounting data you need. Our YM experts will show you how to pull essential reports from your transactions and invoices and how to use pivot tables, while answering the frequently asked questions about accounting.

Tuesday, November 12

10:45am – 11:45am

Breakout Session 5 | Email Best Practices for Small-Staff Associations

You've got mail! But that doesn't mean you're going to open it. How can you be sure your members will? In this session, we'll review tips for making sure your email marketing is beneficial not detrimental, getting in your members' inboxes, and best practices for email marketing and engagement.

10:45am – 11:45am

Breakout Session 6 | Hook It Up! Design Best Practices and Content Cheats

Studies show that 75 percent of people judge the credibility of a business based on the design of its website. In this session you'll be hooked up with design best practices and content cheats in YM. This is a can't miss session for admins who update their YM website.

1:45pm – 2:45pm

Breakout Session 7 | Event Management with YM AMS: Take Your Events to the Next Level

Tickets, attendee types, and promo codes, OH MY! Sometimes it's hard to know the best way to go with your event. During this session, we'll cover best practices for the Events module, and get your organization on the path to event success.

1:45pm – 2:45pm

Breakout Session 8 | Fundamentals of Mobile Responsive Content

In our mobile world, you need to learn how to create your content to be responsive. If you're an advanced administrator, you may enjoy this session on how to take advantage of Bootstrap on your YM site. Bootstrap is a code-based framework that allows you to design with ease. This session will be interactive and highly beneficial for you to learn how to manage and create better looking mobile responsive content.

3pm – 4pm

Breakout Session 9 | Tips to Launching a Successful Learning Management System

Did you know, one of the biggest drivers of member acquisition is continuing education? Fifty-one percent of members chose to join their association for training and education. As a small-staff association, launching a learning management system (LMS) can seem overwhelming. In this session, we'll review the key to successfully launching a learning management system with YourMembership.

3pm – 4pm

Breakout Session 10 | Membership Management Made Simple

Ready to take your membership structure knowledge to the next level? In this session, we'll review how to get the most out of your membership structures, how to increase revenue with auto-renewals, and save time with imports. And, as a bonus, we'll review how you can transfer that knowledge to your online community.

4:15pm – 5:15pm

Breakout Session 11 | Power of the Mighty Microsite

As you start to plan the marketing of your annual meeting or conference, have you considered creating a standalone website for it? In this session, we will uncover why having a standalone event website (microsite) builds the brand of the event and how you can accomplish this using YM AMS.

4:15pm – 5:15pm

Breakout Session 12 | Stop. Collaborate. And, Listen.

No PowerPoints in this session. (Parachute pants are optional.) Join this exclusive workshop with the YM product team where we'll discuss what's going on now and what's coming in the future. This will be an interactive workshop, so please come with any product ideas you have for discussion.

NetForum Pro

Monday, November 11

10:45am – 11:45am

Association Industry Forum

1:30pm – 2:30pm

NetForum Pro Jam Session | What's This Do? Top 10 Most Frequently Used System Options

Ever wonder what ManualBatchProcessing means? Let us walk you through the top 10 most frequently used system options in Pro, and exactly what each of them does.

2:45pm – 3:45pm

Breakout Session 1 | Payment Processing with BluePay by CardConnect

More and more Pro customers are switching to our preferred payment provider BluePay. Join this session for a review of the current BluePay functionality and a glimpse of what's on the BluePay product roadmap.

4pm – 5pm

Breakout Session 2 | 10 Tips and Tricks for Pro Users

Join Pro's most experienced trainer as he walks you through the top 10 tips and tricks that will make you a Pro expert.

Tuesday, November 12

10:45am – 11:45am

Breakout Session 3 | NetForum Pro New Event Wizard Forum

We're happy to announce the launch of the updated New Event Wizard. This streamlined, mobile-friendly wizard will make registration easy for you and your members. In this session we'll go over the updated functionality and then open the floor to discussion.

Wednesday, November 13

10:45am – 11:30am

Breakout Session 13 | Stop. Collaborate. And, Listen.

No PowerPoints in this session. (Parachute pants are optional.) Join this exclusive workshop with the YM product team where we'll discuss what's going on now and what's coming in the future. This will be an interactive workshop, so please come with any product ideas you have for discussion.

10:45am – 11:30am

Breakout Session 14 | Getting the Reporting Edge: Grow Your YM Reporting Skills

Is there one total on a report you just can't seem to get right? Are you struggling with getting just the right data you need? Join this session with our YM reporting expert to learn tips and tricks for successful reporting.



Careers and Learning

Monday, November 11

1:45pm – 2:45pm

Breakout Session 4 | Top 10 Frequently Asked Questions

In this session we'll review and answer the top 10 most frequently asked questions customers ask Support.

3pm – 4pm

Breakout Session 5 | E-Marketing and Integrations

Keeping in touch. It's a key driver to keeping your customers engaged. Join us in a training session on how to use NetForum Pro's E-Marketing module and its integrations: Informz and Constant Contact.

4:15pm – 5:15pm

Breakout Session 6 | Fundraising Module

Fundraising is often an essential part of an association's business. Join us for an in-depth training on NetForum Pro's Fundraising module.

Wednesday, November 13

10:45am – 11:30am

Breakout Session 7 | Xweb and Integrations

Join us for this business-owner focused overview of Pro's baseline xWeb calls and integrations.

10:45am – 11:45am

Association Industry Forum

1:30pm – 2:30pm

Breakout Session 1 | Tips to Turning your Lifelong Members into Lifelong Learners

It's no secret that your members look to your association to help them advance professionally. You may have the basic tools to get members started in their continuing education journey, but it takes more to engage and capture them as learners (and members) for life. We'll show you how.

2:45pm – 3:45pm

Freestone Jam Session

2:45pm – 3:45pm

YM Careers Jam Session

2:45pm – 3:45pm

Crowd Wisdom Jam Session

4pm – 5pm

Breakout Session 2 | Become the Career Hub for Your Industry

Join us as the YM Careers team discusses a strategic approach to success. Customers who have experienced continued growth and engagement will share their insights during a roundtable discussion of best practices.

4pm – 5pm

Learner Engagement: Take It Up a Notch with Marketing

You put your heart and soul into your course creation. However, "If you building it, they will come" will only get you so far. Marketing your courses to members and industry professionals will give you the traffic boost you need. If you aren't already doing it, learn how. If you are, come share your successes.

Tuesday, November 12

10:45am – 11:45am

Breakout Session 3 | The Lifecycle of Your Content: Development Strategy Workshop

So you've implemented a learning management system – now what? Quality content and design is at the heart of driving engagement, which is why having a strategy for content creation is vital to the success of your learning program. In this session, we'll discuss a tried-and-true content development process and start to build your own strategy unique to your organization.

1:45pm – 2:45pm

Breakout Session 4 | Beyond the Career Center | Understanding the State of Job Boards Today

Google, FB, Indeed ... how does your niche job board fit into the big picture? Understanding the market and technology is key to our innovation. Learn how together we will propel your career center competitive advantage in 2020.

3pm – 4pm

Breakout Session 5 | Authentic Analytics

4:15pm – 5:15pm

Breakout Session 6 | Sales and Marketing | The Revenue Engine Behind Your Career Center

In this session, we'll explain why and how collaboration between our Sales and Marketing teams is imperative to move the needle and turn your career center into an unstoppable revenue-generating machine.

Wednesday, November 13

10:45am – 11:30am

Breakout Session 7 | Using Live Online Events to Meet the Needs of Multimodal Learners

We know association members are now learning anytime, anywhere, and in a variety of different formats (five on average!). This adoption of a multimodal way of learning provides professional organizations with ample opportunities and challenges to creatively deliver educational content in engaging ways. While annual conferences and on-demand learning courses aren't going anywhere, webinars and webcasts are an increasingly powerful way to deliver professional education for organizations of all sizes. We'll walk through eight considerations to help you on your journey to professional, seamlessly-executed webinars for continuing education.

