



community service public relations council



**7:30 – 8:15 a.m.: Registration & Continental Breakfast**

**8:15 – 8:45 a.m.: Welcome & Keynote Address:  
Community and Community Service—the Flow of History**

*Dr. Robert R. Archibald, president; Missouri History Museum*

History tells us that what we do here will matter to those who come here after us, because the actions and choices made by those who came before us have had consequences for us. History must be a catalyst for creating a world with more understanding, appreciation, and concern for those with whom we share this place and this planet.

**8:45 – 9 a.m.: Break**

**9 – 10:15 a.m.: Breakout Sessions I**

Leadership Track

**Short-Circuiting Crises Through Planned Communication – Gallery 6 & 7**

*Mack A. Bradley, principal; StandPoint Public Affairs*

Dwight Eisenhower said, "Plans are nothing; planning is everything." Thoughtful crisis communication planning and effective execution are critical for your organization's reputation. We'll look at case studies as we examine how to identify your greatest risks, manage the life cycle of a crisis, and respond in a way that builds confidence.

Development Track

**A Practical Guide to Creating Amazing Events – Gallery 4 & 5**

*Jamie Vollmer, owner; INSPIRE PR & Events*

This session will not only cover the basics of successful nonprofit event planning but also inspire you with fun and practical ideas to take your organization's events to the next level. We'll discuss event organization, industry trends, new revenue streams, and more.

Marketing/Communications Track

**Strategic Planning for Your Brand – Gallery 1**

*Angie Winschel, proprietor and chief strategist, and Nathan Sprehe, proprietor and creative curator; Almanac, Inc.*

Your organization has a brand whether you've deliberately developed it or not, and it impacts your ability to build support for your mission. No matter your budget, you don't have to let your brand just happen. Talk with us about evaluating your brand's current condition and planning for improvement.

New to

**Communications: New Twists on the Basics – Gallery 2**

*Allison Hawk Collinger, principal; AHC Consulting LLC*

How do you recharge your communications efforts? This session will help you think through what you are doing now and will provide suggestions on new ways to approach the basics.

**10:15 – 10:30 a.m.: Break**

**10:30 – 11:45 a.m.: Breakout Sessions II**

Leadership Track

**Message Mapping – Gallery 2**

*Tripp Frohlichstein, president; Media Masters, Inc.*

Train your spokespeople to communicate your messages powerfully, clearly, and memorably by putting them on a "message map." Join the man who literally invented this technique for influencing audiences and controlling crises. Get ideas you can use immediately to generate the coverage your stories deserve.

Development Track

**Align Your Fundraising Strategy with Corporate Donors' Needs – Gallery 6 & 7**

*Erin Budde, senior vice president, head of community affairs; Wells Fargo Advisors*

How can you plug your fundraising into the corporate socket? While the total percentage of giving from corporations has remained at about 5% of all philanthropy, the priorities behind corporate giving have changed dramatically. This session will help you align your organization's fundraising strategy with that of your corporate prospects.

Marketing/Communications Track

**Make Your Website Mobile – Gallery 1**

*Maryanne Dersch, strategist and superfan; 501creative, inc.*

By next year, mobile devices will outpace desktop computers as the most common way to access the internet! Are you ready? What does your website look like on a mobile phone? Or a tablet? Learn how your site works on different devices and how to make it more portable.

New to...Using LinkedIn Effectively

**Jolt Your LinkedIn Presence – Gallery 4 & 5**

*Nick Gilham, founder; A Branded You*

LinkedIn is just for looking for a new job, right? Actually, it's the perfect development tool to reach new volunteers, get new donors, and raise awareness. Use your LinkedIn profile and your organization's company page to get the word out about the wonderful things you are doing in the community.

### **11:45 a.m. – 1:30 p.m.: Lunch & Keynote Address:**

#### **Connect With the Currents of Our New Social World**

*Chris Reimer, vice president for social media; Falk Harrison*

"Should we use Pinterest? Hootsuite? Tweetdeck? How many times a day should we post?" All good questions, but first we need to back up and truly understand how social media is changing our world—and we'll rewire our thinking about marketing.

### **1:30 – 1:45 p.m.: Break**

### **1:45 – 3 p.m.: Breakout Sessions III**

#### Leadership Track

#### **Capacity, Collaboration, and Collective Impact: Align Your Organization for Success – Gallery 6 & 7**

*Mary McMurtrey, president; Gateway Center for Giving*

Many organizations are beginning to claim their efforts are "CI." But how do you really walk the walk and talk the talk? This session breaks down the elemental components of CI, how they relate to capacity and collaboration, and what resources are necessary for organizations to bring to the party.

#### Development Track

#### **The Second Gift: Blend Your On- and Off-line Donor Stewardship Messages – Gallery 2**

*Jana Byington-Smith, CFRE, president; Second Gift*

The buzz about donor retention is real. It is less expensive to ask current or lapsed donors to give again than it is to find new donors. Learn about current and emerging approaches to donor retention measurement and strategies. Get ready to ask for the second gift!

#### Marketing/Communications Track

#### **Facebook Beyond the Basics – Gallery 4 & 5**

*Patrick Powers, director of digital marketing and communications; Webster University*

It used to be enough just to have a Page, but now that's like lighting a candle when you need a blaze of halogen. We'll talk about Facebook's recent changes and how communications professionals should keep pace, with specific tactics to increase awareness and drive engagement.

#### New to...New Media Opportunities

#### **Keeping Current with Local Media – Gallery 1**

*Kurt Greenbaum, regional editor, Missouri; Patch.com*

*Chris Ward, director of marketing and communications; KDHX*

*Susan Hegger, issues & politics editor; St. Louis Beacon*

How do you plug in to local media outlets to gain coverage for your organization or special event? Tune in to our panel of pros representing online and on-the-airwaves options. Spark an interactive discussion so you can amp up your promotional efforts.

### **3 – 3:15 p.m.: Break**

### **3:15 – 4:30 p.m.: Breakout Sessions IV**

#### Leadership Track

#### **Hands-on Media Training – Gallery 1**

*Andy Likes, senior director of media relations; The Vandiver Group, Inc.*

Both art and science go into speaking with the media. This interactive session examines communications goals, your organization's key messages, and the roles of your spokesperson and the media. You'll get a battery of tips, including bridging techniques, to help you succeed.

#### Development Track

#### **Why a Young Friends Group? – Gallery 4 & 5**

*Yvette Hartsfield, executive director; St. Andrew's Charitable Foundation*

Everyone in town is seeking those top 20- to 40-year-old professionals. But have you identified "why" and "how" you plan to engage them? We will walk through how to develop your young friends group and recruit those key leaders who will make all the difference.

#### Marketing/Communications Track

#### **Powerful Communication for Powerful Results – Gallery 2**

*Aprille Trupiano, speaker, author, radio and TV host*

Ever walk away from a conversation wondering "what just happened?" Ever wonder why people just don't "get it"? Don't "talk"—communicate. You'll find out how to ensure that people really hear what you're saying, and how to have them actually want to deliver the results you're out to achieve.

#### New To...Photography

#### **Become Your Organization's Photographer – Gallery 6 & 7**

*Mia Ulmer, photographer and owner; Birchtree Studio*

Does hiring a photographer exceed your budget? In this interactive workshop, learn how to use your own digital camera to capture the essence of what your organization does. Bring your camera—we'll focus on using its functions to do a better job of taking the photographs you need.

### **4:30 – 5 p.m.: Open Networking**

Wind down the day with refreshments in the central concourse.