FROM PRINT TO WEB
MOVING YOUR ADVANCEMENT COMMUNICATIONS ONLINE
May 24, 2010 :: 1:00 – 2:30 p.m. EDT

ACADEMIC IMPRESSIONS
WEB CONFERENCE
OVERVIEW

From alumni magazines to annual gift appeals to planned gift brochures, your shop produces a multitude of communications designed to engage your alumni and donors. However, moving those pieces online can be a challenging task – simply transferring them runs counter to the strengths of the web and developing a whole second set of content is far too labor intensive.

Join us to learn how to better design your advancement communications – including your print-to-web projects – for the online environment.

WHO SHOULD ATTEND

Advancement and marketing professionals charged with designing and developing advancement communications will learn the best practices to guide their online efforts.

PROGRAM AGENDA

• The inherent strengths and weaknesses in the print v. web mediums
• Understanding the interplay between your different sites
  ◦ Knowing when “sub” or “mini” sites are appropriate
  ◦ Balancing your institutional, giving, and campaign sites
  ◦ Making the most of your web offerings
• Pitfalls to avoid in transforming your print pieces to the web
• Effective online principles
  ◦ Alumni blogs, directories, and magazines
  ◦ Annual gift appeals
  ◦ Major and planned gift resources
• Special timing considerations for your campaign
• Case studies of effective advancement web offerings

INSTRUCTORS

Lee Reilly, Vice President, Interactive, Lipman Hearne
Lee is a seasoned web strategist and leader of LH’s interactive practice. Her work in recent years has included strategies for a majority of the firm’s websites, including award-winning work for Kent State University’s admissions microsite and Harvard University’s Faculty of Arts and Science subsite. Lee also spearheaded the Lions Clubs International website, which serves 1.3 million members in 11 different languages, the University of Miami website, and University of Minnesota, Morris’ website. Before arriving at LH, she served as a partner at mStoner, founding and leading the editorial and information architecture practices. She also has led strategies for Phillips Exeter Academy, McDaniel College, and the Fulbright grants.

Sara Stern, Executive Vice President, Creative Services, Lipman Hearne
Sara brings more than 20 years of expertise in managing the complex demands of large-scale integrated marketing and branding programs. She arrived at LH from Rush University Medical Center where she was associate vice president for marketing communications responsible for consumer marketing including branding, advertising, public relations, employee communications, and web strategies. Prior to Rush, Sara led co-marketing efforts with the pharmaceutical industry, created public education campaigns, and developed a transactional website as vice president for communications at the national Alzheimer’s Association. She has lectured on integrated marketing communication for The Forum for Healthcare Strategists, the Council for Advancement and Support of Education, and the Association of Fundraising Professionals.
LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high speed internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of $195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

CFRE Continuing Education Credits

Full participation in From Print to Web: moving Your Advancement Communications Online is applicable for 1.5 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.
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REGISTRATION FORM
Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.
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
Postmarked on or before May 17, 2010
Single Site Connection: From Print to Web: Moving Your Advancement Communications Online __________________________ $350.00 USD
Additional Site Connection: From Print to Web: Moving Your Advancement Communications Online __________________________ $195.00 USD
(After May 17, 2010 an additional $75.00 fee for the first connection and $50.00 fee for each additional connection applies)
☐ Registrants receive a 50% discount on a CD recording of this session. Please send me the CD __________________________ $175.00 USD
☐ Can’t attend the live session? Please send me a CD recording of this webcast __________________________ $350.00 USD

Total amount enclosed or to be charged $ ____________
How did you hear about this event? (email from AI, colleague forwarded email, The Chronicle, etc.): __________________________

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)
Name __________________________ Job Title __________________________
Institution/Organization __________________________________________
City __________________________ State/Province __________________________ Zip/Postal Code __________________________ Country __________________________
Telephone __________________________ Fax __________________________ Email __________________________
(Additional contact information for registration confirmations and pre-conference communication.)
Additional Contact Name __________________________ Additional Contact Phone __________________________
Additional Contact Title __________________________ Additional Contact Email __________________________

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PAYMENT METHOD
We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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Please charge my credit card: (Visa, MC, AmEx)
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Account Number __________________________
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Billing Zip Code/Postal Code __________________________
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CHECK/INVOICE
☐ My check is included and covers _______ registration(s)
Check # __________________________
☐ Please invoice me
Purchase Order # __________________________
(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY
Refunds will be issued only if cancellations are received in writing by March 19, 2010. A $75 processing fee will be assessed. After March 19, 2010 a credit (less $75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of this registration fee only.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.