

# TECHNOLOGY INSTITUTE:

## Social Networking



### Includes:

breakfast, networking  
reception, lunch & course  
materials

**APRIL 16, 2008**

AFFINIA MANHATTAN

371 SEVENTH AVENUE  
AT 31ST STREET  
NEW YORK CITY

**nysae**<sup>®</sup>  
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New York Society of  
Association Executives

**FOR ASSOCIATIONS AND NOT-FOR-PROFITS**  
Designed specifically for chief information officers, technical directors and IT staff

## PROGRAM DESCRIPTION

The Social Web is here to stay. Building or improving new and existing online communities has become a top priority for many associations. As such, associations of all sizes are studying the industry, developing plans and shifting resources towards Social Networking sites and Web 2.0. As associations broaden their approach to online communities, they are faced with many decisions, challenges, and issues. The Technology Institute will provide a venue for learning, sharing and discussion of Social Networking and related Web 2.0 implementations. The sessions will empower association executives and managers to make the best, knowledge-based decisions for their online community building endeavors. Join your peers in New York and share in the education and networking experience.

## LEARNING OBJECTIVES:

Through participation in this institute you will learn:

How other associations have integrated various components of the social web into their online endeavors;

Search engine strategies and free tools to help improve social networking endeavors;

Strategies to identify which data to collect, how to collect it, and what you will do with it to help your organization stay healthy and wealthy;

The benefits and drawbacks of Social Networking;

How virtual environments such as SecondLife can bring about new fundraising and networking opportunities.

## NETWORKING OPPORTUNITIES:

You will gain an invaluable wealth of information from the opportunity to network with your peers. Take advantage of this powerful tool to enhance your career.

## WHO SHOULD ATTEND

Sessions are designed specifically for chief information officers, technical directors and IT staff.

## CERTIFICATION

ASAE will award 6 points toward the CAE designation or recertification for attendance at the institute.

After completion of this Institute, you will receive an official NYSAE certificate of participation.

## SCHEDULE-AT-A-GLANCE

<b>8:30 am – 9:00 am</b>	<b>Continental Breakfast</b>
<b>9:00 am – 9:55 am</b>	<b>Integrating the Social Web into your Membership</b>
<b>9:55 am–10:45 am</b>	<b>Using Social Networking Data to Identify your Organization's Path to Prosperity</b>
<b>10:45 am –11:35 am</b>	<b>Virtual Worlds: Organizations Transcending Traditional Boundaries</b>
<b>11:35 am –12:15 pm</b>	<b>Networking Reception</b>
<b>12:15 pm – 2:00 pm</b>	<b>Lunch</b>
<b>2:00 pm – 2:50 pm</b>	<b>Social Networking Liabilities - Panel Discussion</b>



## ABOUT THE NEW YORK SOCIETY OF ASSOCIATION EXECUTIVES

Founded in 1919, the New York Society of Association Executives' mission is to lead in advancing and serving the profession of association and not-for-profit management.

NYSAE is the association of associations headquartered in the Tri-State region of New York, New Jersey and Connecticut. NYSAE's members are full-time paid chief executives and middle managers of trade associations, professional societies, voluntary organizations, other not-for-profit organizations and supplier firms. The New York Association community alone employs over 140,000 people.

## PROGRAM

# TECHNOLOGY INSTITUTE: Social Networking

9:05 AM – 9:55 AM

### INTEGRATING THE SOCIAL WEB INTO YOUR MEMBERSHIP: BLOGS, WIKIS AND MORE

Learn from other associations on how they have integrated various components of the social web. See what has worked and what hasn't and walk away with an action plan for selecting a social networking platform which will talk to your association management system. Learn some of the key search engine strategies which have driven the social web and see some of the best free tools available to help measure the effectiveness of your social presence. Discuss wikis, blogging and virtual world strategies, member vs. non-member access considerations and the platforms available.

#### CO-PRESENTERS:

##### **Mark Lowry**

Regional Sales Manager  
Avecra

##### **Andy Steggles**

Chief Information Officer  
Risk and Insurance Management Society, Inc.

9:55 AM – 10:45 AM

### HEALTHY AND WEALTHY: USING SOCIAL NETWORKING DATA TO IDENTIFY YOUR ORGANIZATION'S PATH TO PROSPERITY

The first step in social networking is to provide users with the tools to self-identify and self-select into groups. The next step is to cultivate the groups' existence and fortify them with people that influence each group's direction and purpose. These are the keys to a sustainable group that can work together to accomplish self-directed goals. But who are these people? How do we identify and develop leaders? Who will keep the organization relevant and rich in terms of membership and support? Come learn how social networking tools are providing user data on an unprecedented scale and how to combine it with your organizations' current in-house database of member information. Walk away from this session ready to make a plan for identifying which data to collect, how to collect it, and what you will do with it to help your organization stay healthy and wealthy.

#### SPEAKER:

##### **Suzanne Carawan**

Creative Director  
Higher Logic, LLC.

10:45 – 11:35

### VIRTUAL WORLDS: ORGANIZATIONS TRANSCENDING TRADITIONAL BOUNDARIES

Many associations, government agencies and educational institutions now utilize virtual environments. Find out what that means and why you might want to do the same for your organization. Explore the pros and cons of setting up space in a virtual world, hear what has worked and what hasn't, and learn the steps to accomplish it.

#### SPEAKER:

##### **Meg McGeady**

Manager of Information Technology  
Risk and Insurance Management Society, Inc.

11:35 AM – 12:15 PM

### NETWORKING RECEPTION

12:15 PM – 2:00 PM

### LUNCH

2:00 PM – 2:50 PM

### SOCIAL NETWORKING LIABILITIES – PANEL DISCUSSION

As organizations begin to shift their real communities towards online environments, particularly by offering social networking, blogs, and wikis, it becomes ever more important that they consider the benefits and drawbacks. Our panelists will discuss the various best practices, challenges and liabilities related to Social Networking and other Web 2.0 functionalities in this moderated discussion panel.

#### MODERATOR:

##### **Denman Wall**

Director  
ASME.ORG

#### PANELISTS:

##### **Lance Koonce**

Partner  
DWT

##### **Andy Steggles**

Chief Information Officer  
Risk and Insurance Management Society, Inc.

REGISTER ONLINE AT [WWW.NYSAENET.ORG](http://WWW.NYSAENET.ORG)

## NYSAE'S LEARNING INSTITUTE FOR ASSOCIATIONS AND NOT-FOR-PROFITS

NYSAE's Learning Institute brings into focus information, ideas and skills on the core competencies needed by employees at every level within association and not-for-profit organizations. The Institute also offers programs on timely and relevant issues, trends, knowledge and skill bases. You can also use your institute experience to move you toward your Certified Association Executive (CAE) designation by learning and accumulating credits applicable toward a CAE.

### MARK YOUR CALENDARS NOW

TO ATTEND THE NEXT NYSAE INSTITUTE:  
MEETINGS MANAGEMENT INSTITUTE **MAY 21, 2008**

REGISTER TODAY!  
TECHNOLOGY INSTITUTE  
APRIL 16, 2008

**Affinia Manhattan**  
371 Seventh Avenue  
at 31st Street  
New York, NY 10019

#### FOUR EASY WAYS TO REGISTER

1. MAIL: NYSAE, 322 Eighth Avenue, Suite 501, NY, NY 10001-8001
2. FAX: 212-645-1147
3. TEL: 212-206-8230
4. WEB: [www.nysaenet.org](http://www.nysaenet.org)

**nysae**  
New York Society of  
Association Executives

#### Registration includes: breakfast, networking reception, lunch and course materials.

Registration Form (please print or type)

Name

Title

Organization

Address

City/State/Zip

Telephone Fax

E-mail

#### ADDITIONAL REGISTRANTS FROM THE SAME ORGANIZATION

Name Title

Name Title

Name Title

#### REGISTRATION FEES:

Member .....\$195 ea.  
3 or more registrants from  
same organization .....\$145 ea.  
Non-Member .....\$225 ea.  
3 or more registrants from  
same organization .....\$175 ea.

#### METHOD OF PAYMENT

- Check enclosed for \$ \_\_\_\_\_  
 Charge \$ \_\_\_\_\_ to my:  
 Mastercard  Visa  American Express

Account #

Expiration Date

Cardholder's Name

Signature

Please indicate if you have accessibility  
needs and describe here.



REGISTRATIONS WILL NOT BE PROCESSED WITHOUT PAYMENT. PLEASE MAKE CHECKS PAYABLE TO NYSAE.

Mail form and payment to: New York Society of Association Executives  
322 Eighth Avenue, Suite 501, New York, NY 10001-8001  
Phone: 212-206-8230 Fax: 212-645-1147

Registration confirmation will be e-mailed directly to you provided your registration is received before April 11, 2008.  
Cancellation Policy: A 50% refund will be issued on written requests received no later than 5:00 PM April 11, 2008.

APRIL 16, 2008

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Social Networking Liabilities  
- Panel Discussion



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