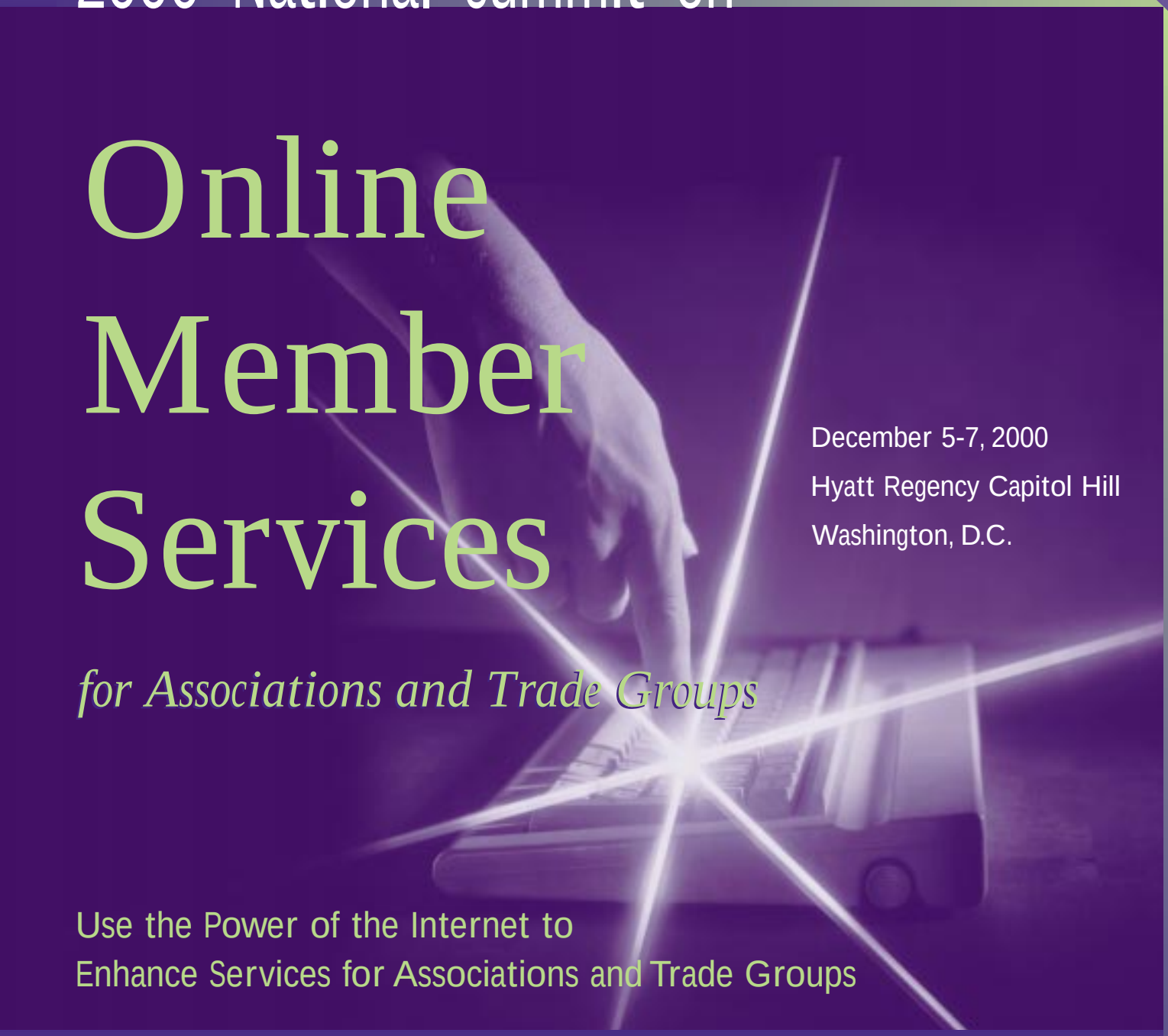
Develop Online Strategies to Service Your Members

2000 National Summit on

Online Member Services

for Associations and Trade Groups



December 5-7, 2000
Hyatt Regency Capitol Hill
Washington, D.C.

Use the Power of the Internet to Enhance Services for Associations and Trade Groups

- **Develop Online Learning and Certification Portals**
- **Master the Key Internet Security and Privacy Issues**
- **Survey and Inform Members on Issues**
- **Use Your Website to Recruit and Retain Members**

Best Practices for Online Member Services for Associations and Trade Groups

Dear Association and Trade Group Manager:

Learn how to prepare your organization for Internet-driven changes in the way association and trade group services are conducted

Association and Trade Group services are moving online. The use of the Internet and other interactive technologies in member services is exploding! Organizations that are using these new vehicles dramatically transform the way they do business - allowing them to significantly expand their services to members. Members will be better served and you will be able to reach potential members easier. **The National Summit on Online Member Services for Associations and Trade Groups** will equip you with the strategies and tools to get results through effective use of the Internet.

Associations, Trade Groups, Institutes, and Professional Societies Sharing Best Practices for Online Member Services

Whether you are an association, trade group, institute, or professional society, this Summit will be an important asset in understanding how and when to use the Internet and other interactive technologies in your member services. We have assembled a diverse faculty - ranging from association and trade group leaders to technical experts in information technology. Each presentation is designed to present and detail successful case studies (complete from strategy and design to implementation) on how this internet technology is being applied in organizations.

Solutions to Setting Up Online Sites and Providing Links and Services

As you tap the power of the Internet for member services, acquire the skills and training necessary to create a great Internet site. Identify the steps you must take to set up your site. Solve the problem of getting buy-in from executives and staffs for Online services. Choose the links and services that best meet your members' needs.

Don't Delay the Development of your Online Services

The Internet is not a passing fad; it is an essential vehicle for associations, trade groups, businesses, government agencies, foundations and non-profits. Don't delay your organization's preparations for using this important tool. Join your colleagues at the Summit by registering today.

Sincerely,

Thomas W. Russell

Chair, The National Summit on Online Member Services for Associations and Trade Groups

Successful strategies and tools for Online associations and trade groups

Proven technical solutions for developing systems and services Online

Helpful exchange of best practices among association, trade groups, institutes, and professional societies

Case studies with Online demonstrations of the best practice web strategies employed by:

- Associations
- Trade Groups
- Institutes
- Professional Societies

Associations and trade groups successful strategies and tools for online member services

Proven technical solutions for developing systems and services Online

Helpful exchange of best practices among associations, trade groups, institutes, and professional societies

Best Practices for:

- Membership Services
- Events Calendars
- Conferences and Programs
- Interactive Training
- Press Releases
- Board Minutes
- Job Sites
- Bookstores
- Online Services (payroll and business supplies)
- Links
- Interactive Chat Rooms
- Intranet (member only) Sites

DAY ONE: December 5, 2000

7:30 **Registration and Continental Breakfast**

8:30 **Keynote Address: The Power, Promise, and Perils of the Internet**

The National Society of Fund Raising Executives is the premier authority in its field. Hear from this leader how NSFRE assesses the future of the Internet. Find out how they have applied this knowledge to build the next generation of their Online site. Identify the do's and don'ts of creating your own online site.

Tom Clark
Executive Vice President,
National Society of Fund Raising Executives

9:30 **Learn from a Leader: Creating A Low Cost Site With A Partner**

Discover how an organization with limited resources created the best web site in its field. Watch online as we navigate the site during the conference. Find out why the people of Bergen County turn to this site for news and local sports information. Acquire ways that you can create online sites with partners for your association or trade group.

Chris Barbarito
Bergen County United Way

10:20 **Morning Break**

10:35 **Solving Complex Online Issues: Proven Strategies from Three Associations**

These leaders will specify:

- *How market research was essential to their site development*
- *Approaches they used to get buy in from their Executive Directors*
- *What works in choosing a vendor*
- *Each site will be demonstrated online*

Shirley Sexton
Appnet

Susan Becker
AssociationCentral.com

Lorraine Wilson
National Education Association

Robert Wiggans
Building Owners and Managers Association

12:00 **Networking Luncheon**

1:00 **Interactive Web Sites: Building A Personal Relationship With Your Members**

This special session will demonstrate ways to overcome the impersonality of the web and draw your members into regular contacts with your association or trade group. Explore this foundation's Virtual Conference and Connect America sites. Find out why interactive web sites are a must.

Toyja Somerville
Points of Light Foundation

2:00 **Preventing Disaster: Know How To Protect The Privacy Of Your Members And The Security Of Your Site**

A major recent survey found that most people are quite concerned about maintaining their privacy when sharing personal information online. One of the top rated association online sites in the United States will demonstrate how they assure the privacy and security of their online site. Explore online the ease and simplicity of their site. Find out how they achieve online publishing and peer online reviews.

Carter Glass
American Geophysical Union

3:00 **Afternoon Break**

3:15 **Leading Basic Practices in Trade Association Web Sites**

Join two trade associations as they describe moving their services into an online environment. Learn how these groups revamped their sites, changing static pages into dynamic, user-friendly portals. Most importantly, discover how your internet site can save you time and money in servicing your members.

Karen Jones
Food Marketing Institute

Catherine Hamma
American Association of Neurological Surgeons

4:30 **Adjourn**

Day Two: Wednesday, December 6, 2000

8:00 **Continental Breakfast**

8:30 **The Future of Customizing Services**

Selected by Yahoo as one of the top ten online sites in America, Realtor.com provides more than sixty links and services on their online home page. Find out how they achieved it. The presenter will describe how their association, with limited funds, created a public private partnership that paid for the development of this site. Join us as we are allowed into their Intranet, a private site with services and training just for members.

Tim Kline
Realtor.com

9:30 **Maximizing The Successful Evolution of the Internet**
The Association for Interactive Media (AIM) is the largest organization in the world committed to developing interactive media industries to enhance the global economy. AIM will be joined by three of their member associations. They will demonstrate each of their sites and present their understanding of the marketing as they developed each site.

Benjamin Isaacson
Association of Interactive Media

(Due to the length of this session, a morning break will be taken at 10:30)

11:00 **A Passion For The Internet And Its Transformational Possibilities**
*The report, "*How Charities Can Profit on the Web*" rated the Save the Children web site as one of the top four in their survey. This site is a splash of joyous color that invites you to help solve some the world's most difficult problems. The presenter will discuss how he developed the site and how the Internet can change our world.*

Andrew Mollo
Save The Children

12:00 **Networking Luncheon**

1:00 **A Tiny Organization Creates A Big Online Site**
This leader will describe how they started out with a basic site, received a grant, selected a Webmaster, found the right designer, and created the site. The benefits of having a site will be described. As a special feature, their job bank, which is maintained by one person, will be demonstrated.

Kathy Campbell
Association for Volunteer Administrators

1:50 **Online Learning: An Important Service For Many Associations and Trade Groups**
An online site can only be successful if members come back to it regularly. Websites that fail to do this will be quickly be forgotten. This presenter will demonstrate ways that you can insure frequent interaction on your web site.

Dexter Donham
Elderhostel

2:30 **Afternoon Break**

2:45 **Critical Success Factors in Making Your Web Site Interactive for Your Members**
During this session, you will learn how one association created a highly interactive website with relatively inexpensive software. NIGP's website has been praised as dynamic, personalized and easy to read and navigate. It provides a number of services to members in an engaging and simple setting. Learn from this online leader how to tailor your site to the information and service preferences of your members.

Deborah King
National Institute of Government Purchasing

3:30 **Voting Online: A Service You Should Consider**
Whether it is asking for a vote on a board motion, a response to a survey form, input on how members feel about a national issue, or a vote for your next Board President, online voting might be a service you should include on your site. The best online voting site will demonstrate how they achieve it.

Craig Smith
Voter.com

4:15 **Adjourn**

Day Three: December 7, 2000

APPLICATION WORKSHOPS

8:00 **Continental Breakfast**

8:30-11:30 **Workshop A: Addressing Technical Issues in Online Services for Associations and Trade Groups**
This special interactive session is designed for individuals who will have responsibility for helping organizations think through and solve technical challenges in an electronic commerce environment. In this session, the issues of architecture, reliability, security, data standards, interoperability, and cost-effectiveness will be explored from a software and systems engineering perspective.

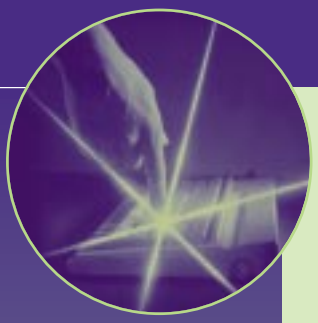
12:00 **Networking Luncheon**

1:00-4:00 **Workshop B: Service and Link Options for Web Sites**
In this session, explore ways to incorporate Internet services and links into your web site. Evaluate the potential of including membership services and registration, events calendars, conferences and programs, interactive training, press releases, board minutes, job sites, book stores, directories, online services (payroll and business supplies), links to other sites, interactive chat rooms, and Intranet members-only Intranet sites.

Hotel Information

The National Summit on Online Membership Services for Associations and Trade Groups will be held in Washington, DC at the Capitol Hill Hyatt Regency Hotel. Special hotel rates will be available to conference attendees. In addition to the knowledge and skills you will gain at the conference, Washington, DC boasts numerous attractions and sights that you surely won't want to miss. The Capitol Hill Hyatt Regency will offer rates beginning at $147.00 single and double to accommodate your lodging needs while attending the conference. Their wonderful facilities and staff will ensure that your conference experience is not only educational but comfortable and enjoyable in every aspect. Contact the Hyatt Regency by phone at (800) 233-1234 for more information on accommodations and attractions in Washington, DC.

Your Comp



Who should attend?

Anyone in associations, trade groups, institutes, and professional societies involved in leadership positions, member services or information technology, including the following:

- **Association Executive Directors**
- **Board Presidents and Board Members**
- **Trade Group Leadership and Boards**
- **Institute and Professional Society Managers**
- **Chief Information Officers**
- **Webmasters**
- **System Administrators**
- **Program Officers**

Key benefits that will improve the way you start your Online member services:

1 Incorporate the latest strategies and tools for using the Internet and other technologies from over 19 veteran experts in association and trade groups.

2 Identify the possibilities, promises and perils of going Online.

3 Ensure the security of your web-based systems to protect the confidential information of your organization and members.

4 Create virtual issue communities by creating pathways of information for your members.

5 Expand your reach through the development of effective online communications strategies to tell your organization's story, reach new members and strengthen your relationship with your current members.

The Online Computer Library Center reports that in 1998 there were 2,815,000 web sites and in 1999, there were 4,882,000 web sites! Attend this conference to learn how to make sure your members can rely on your site for their services!

Registration Form

Register Online at **www.PerformanceWeb.org** or call **(703) 519-6270** or Fax this form to **(703) 519-6271**
The Performance Institute, 311 North Washington Street, Suite 200. Alexandria, VA 22314

❍ **YES, I will register for the Conference Only for $995**
❍ **YES, I will register for the Conference and One Workshop for $1295** **Circle One: A B**
❍ **YES, I will register for the Conference and Two Workshops for $1495**
❍ **Please call me. I am interested in Group Discounts**

Name_____ Title_____

Organization_____ Dept_____

Address_____ Mail Stop_____

Telephone_____ Fax_____ E-Mail_____

METHOD OF PAYMENT: ❍ Credit Card ❍ Check ❍ Purchase Order/Training Form

Card Number_____ Expiration Date_____ Name on Card_____ C 103

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Online Member Services

for Associations and Trade Groups



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