Ensure the Effectiveness of Your Organization's Mission

Strategic Communications for Associations & Membership-Based Organizations

August 18-20, 2003 • The Performance Institute • Arlington, VA



Tips and Techniques

"The External Communications Audit" Recognize, Examine, and Transform How Your Organization is Perceived

Distinguish Your Association's Message from the Field of Diverse Membership-Based Organizations

- **Develop a Strategic Communications Plan**
  Devise and Implement a Strategic Communications Plan for Reaching Internal and External Audiences
- **Utilize Strategic Communications to Advocate on Behalf of Your Members**
  Promote Your Organization's Message to the Media and the Public
- **Establish a Productive Relationship with the Media**
  Establish Your Organization as a Crucial Information Resource and Prepare and Equip Yourself for Calls from the Media
- **Successful Branding Strategies**
  Promote Your Organization's Existence and Implement a Branding Strategy that Distinguishes Your Association

Plus a Special Workshop Session on Traditional Message Delivery: Create a newsworthy press release and inform the community of your organization's success stories!

Presented by: The Performance Institute

In association with: Moore Communications; ASID | American Society of Interior Designers; The Association for Women in Communications

Improve Your Outreach Efforts: Secure the Media's Attention!

5 Key Reasons to Attend

1. Develop and Implement a Strategic Communications Plan that Enhances Your Outreach to Members and Promotes Your Message to the Media and the Public

2. Promote Your Mission and Advocate on Behalf of Your Members through Branding

3. Integrate Best-Practices in Member Outreach to Promote Participation

4. Incorporate Methods for Expanding Your Professional Contacts to Promote the Growth of Your Organization

5. Measure and Improve the Effectiveness of Your Communication Programs

Dear Association Communicator,
As a communications professional working for an association, you are challenged on a daily basis to remain informed of the needs and concerns of your membership while also distinguishing your association's message from a field of diverse membership-based organizations. While, communications professionals have an enormous and varied selection of communications tools, limited budgets constrain their options.

Within the constantly changing environment in which you communicate, you need to equip yourself with tools and techniques to advance your association's mission, advocate on behalf of your members, and ensure coordinated communications among the management, staff, and board members. You are invited to attend ***Strategic Communications for Associations and Membership-Based Organizations***, taking place in Arlington, VA on August 18-20, 2003, to acquire the skills to improve your organization's strategic communication.

Create a Communications Plan that Supports Your Organizational Goals and Identifies Benchmarks for Success

Successful internal and external communicators begin with the development and implementation of a strategic communications plan that integrates a system of performance measures to facilitate evaluation and ensure continued effectiveness. You will emerge from this event with strategies to effectively target your message and collaborate with the media to ensure that your message is presented clearly and accurately to the public.

Tips and Techniques to Develop an External Communications Audit

The communications audit provides meaningful information to association communicators concerned with efficiency, credibility, and economy of their communication policies, practices and programs. Learn how to implement the best practices and major strategies for conducting an external communications audit. This ongoing process can be used to monitor existing communication activities and provide background information needed to develop or modify specific communication programs.

Traditional Message Delivery

This half-day workshop focused on strategies for writing effective press releases and direct mail campaigns. Learn from a professional who has proven the potential impact of direct mail and earned media. Learn new techniques for crafting a persuasive message that will successfully engage your target audience.

Communication professionals from large and small associations will benefit from practical strategies for addressing pressing communications challenges that they can take back to their organizations. Don't miss the hands-on learning experience and the opportunity to network with other communications professionals.

Register today by calling 703-894-0481 or visit us online at www.performanceweb.org. I look forward to seeing you in August!

Sincerely,



Tara L. Shuert
Associate Director, Center for Communications
The Performance Institute

Maximize the Impact of Your Public

Agenda and Speaking Faculty

Interactive Pre-Conference Workshop: August 18, 2003

8:00 Registration and Continental Breakfast

9:00 Workshop: Traditional Message Delivery in Associations

This interactive half-day workshop will provide practical strategies for writing effective press releases and direct mail pieces. You'll leave with new techniques for making your writing cut through the clutter of competing messages.

- A process for organizing copy so it's easier to read--and write
- Mastering a structure that's designed to engage and persuade

***Jennifer Jacobs**, Jacobs and Associates*

12:00 Adjourn

Day One: August 19, 2003

8:30 Registration and Continental Breakfast

9:00 Keynote: "Staying in the Winner's Circle" Communications Return on Investment in Tough Economic Times

For as long as the communications profession has existed, the question of "return on investment" has been a particularly difficult one to answer. Especially in these difficult economic times, it has become more important than ever that communications professionals be able to predict, not just measure, return on investment

***Emily Tynes**, Communications Director, ACLU*

10:00 Targeting Your Constituents and Breaking Through the Barriers Without a Budget

This session will focus on the essentials of defining and positioning your message so that it is heard and understood by your audience. This interactive discussion will highlight lessons learned for maximizing your association's growth with limited funding

***Pat Troy**, Executive Director, The Association for Women In Communications/President, Next Wave Group, LLC*

11:00 Break

11:15 Developing a Strategic Communications Plan for Your Association

Communications planning is planned, systematic and creative and this session will equip you with the information you need to develop and implement a strategic communications plan for reaching both internal and external audiences. Take home a communications plan template that will frame your own planning efforts with your organization after the conference ends.

***Andrew Gilman**, Commcore Consulting*

12:30 Networking Luncheon

1:30 Strategic Communications Framework: Logic Models, Values, Communication Styles and Performance Measures

This session highlights the importance of linking the outcomes of the internal and external communications plan to the association's overall strategic plan. The "Strategic Performance Logic Model" is presented as a useful mechanism for evaluating the relationship between communications strategies and the desired end outcomes. The session focuses on the impact that public perception and communication styles have on the receptivity of your targeted audiences.

***Carl DeMaio**, President, Performance Institute/Senior Fellow, Reason Foundation*
***Felipe Monroig**, Director of External Affairs, Performance Institute*

3:00 Break

3:15 GrassRoots and GrassTops Communications Techniques

This interactive session will feature best-practices for expanding your professional contacts to promote the growth of your association or membership-based organization.

- Examine benchmarking techniques
- Measure the success of calls to action
- Tips to show the power and influence of grassroots communication

***Jennifer Jacobs**, Jacobs and Associates*

4:30 Adjourn

Day Two: August 20, 2003

8:30 Continental Breakfast

9:00 Change Management: Developing a Plan to Utilize Internal Communications

This session will provide insight into the implementation of new procedures or technologies intended to realign an organization with the changing demands of its business environment.

- Identify and anticipate barriers to change
- Utilize strategic communications to address employee concerns
- Promote buy-in for change initiatives

***Amy Leigh Campbell**, Affiliate Support Manager, NARAL*

10:00 Strategies for Effective Member Outreach

This interactive session will highlight lessons learned and best practice examples of changes and improvements in member services

- Promote member participation through online technology
- Implement surveys, polling, and focus groups to remain informed of the needs and concerns of your membership
- Update your members on association products and services, emerging trends, and key issues

***Michael Berens and Jennifer Wilcox**, American Society of Interior Designers*

10:45 Break

11:00 Establishing a Productive Relationship with the Media

This session will equip you with the tools to return to your office with a clear knowledge of the media relations process and how to establish a media program that meets the goals of your organization.

- Strategies for bringing television, radio, web and print media to your doorstep
- Establish your association as a crucial information resource
- Prepare and equip yourself for media inquiries

***J.B. Hancock**, Partner/Communications Strategist, Alcalde & Fay, former Director of Broadcasting, AARP*

12:00 Networking Luncheon

1:00 Making Your Organization Unique: Successful Branding Strategies

In order to successfully execute communications strategy, it is sometimes necessary for an organization to reconsider its brand so that it is more comprehensively recognized and supported by the public.

- Implement branding strategies
- Distinguish your association from a field of diverse membership-based organizations
- Promote your mission, vision, and values to your members and the public

***Kevin Miller**, Marketing Director, Reingold**

2:15 Break

2:30 Tips and Techniques: The External Communications Audit

The purpose of the external audit is to recognize and examine how your organization is perceived by a variety of audiences—both internal and external. A close examination of every form of communication, from e-mail to press releases, reveals the image you are portraying. This session will discuss how and when a communications audit is appropriate and how the results can impact your organization.

***Ronnie Moore**, President, Moore Communications*

3:45 Beyond List Servs: Energizing Members and Key Audiences with Effective E-mail

Poorly-crafted e-mails rarely get opened; good ones get results. This session features best e-mail and web practices that association professionals can use to energize their members, reach key external audiences and advance their agenda.

***Jeffrey D. Porro**, Ph.D., Porro Associates LLC*

4:45 Adjourn

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th a Strategic Communications Plan!

Rave Reviews from Past Communications Events:

"Great information! This will have a huge impact on how I strategically approach projects."

—Gannon Beck, Blue Piranha Design Inc.

"The Presenters provided a springboard for enhancing strategic communications and implementing effective branding techniques and solutions; great innovation and interaction!"

—Jeanene Harris, American Statistical Association

"Some great ideas I can apply on the job!"

—Diane Giles, CIAB

Who Should Attend

- Communications Directors
- Communications Staff
- Public Affairs Specialists
- Public Relations Specialists
- Marketing Directors
- Marketing Staff
- Member Services Directors
- Member Services Staff
- Media Directors
- Media Relations Staff

…and all association professionals charged with maintaining communications with audiences internal and external to their organization!

Exhibiting and Sponsorship Information:
To learn more about exhibit and sponsorship opportunities at Performance Institute educational seminars and conferences, please contact Bret Johnson at 703-894-0481 or Johnson@PerformanceWeb.org.

Venue and Accommodations Information:
Strategic Communications for Associations and Membership-Based Organizations will be held at the Professional Training Center at The Performance Institute in Arlington, VA. The Performance Institute is situated minutes from the Quality Courthouse and Virginia Suites hotels as well as the tourist attractions and national monuments in Washington, D.C.

For your convenience,a limited number of rooms have been reserved at the Quality Courthouse at a discounted rate of $129. Please contact the hotel with the number provided below to make reservations. Be sure to ask for the Performance Institute conference rate.

Quality Courthouse
1200 N Court House Rd
Arlington, VA 22201
Tel: 703-524-4000

Tuition Rates:
Fees for attending ***Strategic Communications for Associations and Membership-Based Organizations*** are as follows:

Conference:	$1,095
Conference and Interactive Workshop:	$1,495

Group Discounts:
Group discounts are available. Contact Bret Johnson, Johnson@PerformanceWeb.org, at the Performance Institute at 703-894-0481 or visit us online at www.performanceweb.org for more information.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed 6 months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.



The Performance Institute
1515 North Courthouse Road
Suite 600
Arlington, Virginia 22201

Strategic Communications for Associations and Membership-Based Organizations

Call (703) 894-0481 or Fax This Form To (703) 894-0482; or visit www.PerformanceWeb.org

☐ Yes! Register me for the conference only.
☐ Yes! Register me for the conference and workshop.
☐ Please call me. I am interested in a special Group Discount for my team.

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