



Track Session I
Sunday, February 27
9:30-10:45 a.m.

Establishing Your Brand: Getting to the Track With a Winner

What breed of brand will be most competitive on your track? And what are the characteristics of the jockey who will best ride your horse? Two consultants with a winning track record will discuss important considerations for building your brand, beginning in the stables with research and moving to the training ground where the creative process leads to messages that maintain their strides even on the longest tracks. The basics are the same, but each advancement team and each consulting group reaches its destination with its own style. You'll learn much from where these expert jockeys agree and where they differ.

Robert Sevier, Senior Vice President, Stamats Communications

Bob Brock, President, Educational Marketing Group

Track Session II
Sunday, February 27
1:45-3:00 p.m.

Maintaining Your Brand: How to Keep a Winner Competitive

Seattle Slew. Seabiscuit. Got milk? Put a tiger in your tank. Good brands are remembered and repeated, but the competition runs ever faster. Explore the essential elements of maintaining your brand and learn a few things about the challenges of getting your message to a busy audience in an over-communicated society.

Robert Sevier, Senior Vice President, Stamats Communications

Track Session III
Sunday, February 27
3:30-4:45 p.m.

Writing for the Web: A Horse of a Different Color (cross-track with Web)

Is writing for the web that much different from writing for print? Experts explain how to avoid the common pitfalls when converting your writing style from print to web.

Joy Cordell, Founder, Cordell Content Consulting

Kathleen Klein, Founder, Klein Info Design

Sharon Baerny, Founder, We Know Words

Track Session IV
Monday, February 28
10:15-11:30 a.m.

College Magazines: Avoiding the Two-Horse Match Race

If editors and development officers have so much in common, why don't they always see eye-to-eye? Find out how to create a magazine that works for editors and development officers—and keeps the readers happy.

David Gibson, Director of Communications for Development and Alumni Affairs, Dartmouth College

Thomas Griffin, Editor, Columns, University of Washington

Joan Melcher, Editor, Montanan, University of Montana

Track Session V
Monday, February 28
1:15-2:30 p.m.

Keeping Creativity Creative: Staying a Stakes Winner

How do you continue to come up with great ideas and creative solutions? On an endless number of projects, day after day, year after year? Learn how to cultivate your creativity and inspire your imagination.

Jeff Brooks, Creative Director, Domain Group/Seattle