



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

Internet Strategies for the Millennial Generation

There's a new bunch of kids out there, and they're not anything like their Gen-X and Boomer predecessors. They're wired, they're happy, and they can't stand traditional marketing fluff. How do you reach the Millennial Generation, and what role does your internet strategy play? (Not your website, your internet strategy.) We'll talk about branding, blogs, micro-sites, offline integration, and the unvarnished truth.

Kari Chisholm, Senior Communications Officer for Web Strategy, Lewis & Clark College

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

Audio, Video, Multimedia, and the College Website

Audio, video, and multimedia content can enhance college websites and give visitors a view of the college that can't be expressed with just text and images. But it's possible to go overboard and annoy visitors more than interest them. Find out how other colleges use audio, video, and multimedia content to create engaging websites and learn what works best and what to avoid. You'll see real-world examples and go home with ideas for improving your site. Some technical information will be addressed, but this will not be a session about how to use software or web programming.

Tory Stirling, Web Developer for Student Enrollment and Development, Westminster College

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 Communications)

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.

Broadcast E-Mail Strategies

E-mail communication was once easy and effective, but now spammers have turned this marketing medium into a wasteland of Viagra and get-rich schemes. E-mail can still be effective, but it's no longer easy.

This session will present everything you need to know about spam filters, legislation, and other threats to your ability to use e-mail to recruit students and enhance your relationships with alumni and other key constituencies. In addition, you'll get practical advice on e-mail content, broadcast technology, pre-testing, and other tips and trends that will help you start or enhance an e-mail program.

Brian Niles, Chief Executive Officer and Cofounder, Target X

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

Online Magazines

Online "magazines" should be different than their print counterparts. But how? Thinking like a web editor is a start. This session will cover strategies for publishing your magazine on the web, including examples of how other colleges and universities have expanded their online content. We'll focus on ideas and techniques that you can use to expand your content without doing a lot of extra work. Go home with ideas that will engage readers and keep them coming back for more.

Michael Stoner, President, mStoner Marketing Consulting