

COMMUNICATIONS: PUBLICATIONS, MEDIA, AND WEB

Track Session I-A

BROCHURES TO BRANDING: HELPING YOUR CREATIVE TEAM LEAD MARKETING STRATEGY

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

In this era of increased competition and scarce resources, in-house creative groups are often asked to take an active role in setting and implementing marketing strategy at their institutions. Changing from a service bureau to a marketing team model can be difficult. Come learn some of the basic steps you can take to make the transition more enjoyable and productive for all involved.

Speaker: Chris Nordfors, Principal, North River Strategies

Track Session I-B

GETTING IT RIGHT: A MEDIA RELATIONS ROUNDUP

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

How do you manage your organization's expectations surrounding media coverage? What were your worst media experiences? Your best? Why do some approaches to media relations fall flat? Bring your experiences to this roundup session. A panel of CASE members and senior journalists will share their experiences; then we'll open the floor to you for a discussion of what's working and what's not in media relations.

Moderator: Robert Cooney, Media Relations Officer, University of Lethbridge • Panelists: Scott Macrae, Director of Public Affairs, University of British Columbia; Janet Steffenhagen, Reporter, Vancouver Sun; Ruth Wardwell, Director of Communications, Whitman College

Track Session I-C

WORKING WITH CASCADING STYLE SHEETS (CSS)

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

CSS-based layouts are taking the Web by storm. Have you looked to make the switch, but don't think you're ready? Or haven't quite figured them out yet? Come hear from the creator of the Web site CSS Zen Garden, a well-regarded collaborative gallery for the web design community. Dave Shea, creator of the site, is here to guide you through the various layout techniques, demonstrate fixes for browser compatibility quirks, and answer your questions.

Speaker: Dave Shea, Owner/Director, Bright Creative

Track Session II (REPUTATION AND BRAND MANAGEMENT – PART 1)

EVOLUTION OF YOUR BRAND: THE TWO SOLITUDES OF UNIVERSITY ADVANCEMENT

Thursday, February 23, 1:45 – 3:00 p.m.

Relevant to all advancement professionals with senior management aspirations, this presentation emphasizes the interdependence of all resources in advancement, and addresses the two solitudes between development and communications professionals. Discover more about the important roles that public affairs/communications plays in strategizing, positioning and reputation enhancement in the lead up to your Capital Campaign, and how can you utilize both professions to properly position your institution for a successful Capital Campaign.

Speaker: Arthur Stephen, Vice President for Advancement, Wilfrid Laurier University

Track Session III-A

BENEATH THE IMAGE

Thursday, February 23, 3:30 – 4:45 p.m.

Great creative isn't just on the surface. Look beneath the image and join us for an inside look at the processes that photographers and graphic designers encounter in creating a final product. During this session, you will hear about and explore the many issues surrounding today's technology, pre- and post-production, and how to best develop and translate a great concept for multi-format use.

Speakers: Jane Edwards Griffin, Owner, Griffen Design; Curtis Trent, Owner, Trent Photography

Track Session III-B (REPUTATION AND BRAND MANAGEMENT – PART 2)

EVOLUTION OF YOUR BRAND: THE ROLL OF COMMUNICATIONS IN ADVANCEMENT

Thursday, February 23, 3:30 – 4:45 p.m.

Targeted directly at public affairs/communications professionals of all levels of experience, this presentation will examine the challenges caused by the less quantifiable, behind the scenes work done by public affairs/communications professionals in reputation enhancement. Explore the complex nature of relationships with colleagues in other areas of advancement, and hear practical advice on how to ensure a seat at the table.

Speaker: Arthur Stephen, Vice President for Advancement, Wilfrid Laurier University

Track Session III-C

FROM RFP TO RESULTS: THE INS AND OUTS OF OUTSOURCING

Thursday, February 23, 3:30 – 4:45 p.m.

Whether you're going to outside vendors for work for a specific publication or your Web site, this detailed and dynamic presentation will highlight the ins and outs of message development, graphic identity revision, internal/external communication processes, developing integrated marketing strategies and more! Join Rick Johnsen, who led George Fox University to winning an unprecedented three Grand Gold awards and the coveted Virginia Carter Smith Grand Crystal Award in the 2005 District VIII showCASE Awards Competition, in this discussion — and get ready for great results.

Speaker: Rick Johnsen, Executive Director of Marketing and Communications, George Fox University

Track Session IV

THE FEARLESS ROLE OF COMMUNICATIONS: HOW TO BE A "DANGEROUS" LEADER

Friday, February 24, 9:45 – 11:00 a.m.

Today's advancement communicator must be tenacious in leading a university's strategic and integrated communications plan. Shaping a consistent vision with messages that speak to the university's unique strengths requires finesse, discipline, partnerships and bold leadership. This session will discuss ways to break out of the cubicle and use the tools of the communications trade to catapult your institution's image into the public limelight.

Speaker: Luanne Lawrence, Vice President for Advancement, Oregon State University

Track Session V-A

NURTURING RIGHT-BRAINED PEOPLE IN A LEFT-BRAINED WORLD

Friday, February 24, 1:15 – 2:30 p.m.

If you are part of an in-house creative staff, you know that finding time and space to be creative in a large organization can be difficult. If you work with or manage creative teams, you know how hard it can be to serve the needs of your institution and not burn people out. This session will explore ways to improve communication between creative teams and managers, and create conditions in which creative folks can work at optimal levels.

Speaker: Chris Nordfors, Principal, North River Strategies

Track Session V-B

MAKING YOUR PRINT COPY WORK ON THE WEB

Friday, February 24, 1:15 – 2:30 p.m.

Since we read Web copy differently than we read brochures and other forms of advertising media, the language you post online has to speak in a new voice yet convey a consistent message about your institution. This session will focus on how to preserve the same message and brand while altering the layout and content of your printed materials to fit the needs, expectations and reading patterns of your Web clientele.

Speaker: Joe Campana, Assistant Director of Composition, University of Montana

Track Session V-C

SOCIAL NETWORKING: WHAT IS IT AND HOW CAN WE BENEFIT FROM IT?

Friday, February 24, 1:15 – 2:30 p.m.

Social networks have evolved with the introduction of the Web. Today, with the popularity of Web sites like The Facebook, LinkedIn, and other online social networking applications, universities are looking to better understand how these systems work and how they can leverage them to connect with their constituents. Join in on this discussion of the value of these tools for the individual users, as well as the university as an organization.

Speaker: Abe Geiger, Director of Sales, Affinity Engines