

FredNMT

version 3.0

3rd Annual New Media & Technology Conference

Presented by the Frederick County Chamber of Commerce

Thursday, February 24 · Mount St. Mary's Univ. (Frederick Campus)

Info & Registration: www.frederickchamber.org

8:00–8:50 a.m. Kickoff Breakfast	<ul style="list-style-type: none"> • Check in and pick up your badge, folder, and other conference materials. • Buffet Breakfast, sponsored by Comcast Spotlight and Comcast Business Class • Welcome Remarks – Ric Adams, Frederick Chamber President & CEO • Sponsor Introductions – Josh Bokee, Comcast • Opening Announcements – Jessica Hibbard, Frederick Chamber 		
9:00–10:00 a.m. Breakout Session 1	I'm on Twitter. Now What? Learn best practices for setting goals, maintaining your account, and using third-party tools with Twitter. Find out how to measure activity and results, and how to avoid “advanced mistakes.” <i>Michelle Forman (APHL) and April Finnen (DynPort Vaccine Company)</i>	Taming the Tools What do you need to get done at work? How will you use technology to meet your goals with your organization's limited resources? Learn how to create a technology strategy and find affordable solutions by leveraging open-source software options. <i>Matt Burkhardt (Impari Systems)</i>	Mobile - The New Wild West Does your business need a mobile strategy? Find out how to expand your marketing with mobile solutions, including apps and existing tools like Foursquare and QR codes. <i>Jon-Mikel Bailey (Wood Street, Inc.) and Beth Schillaci (VillageWorks Communications)</i>
10:00–10:10 a.m. Morning Break	Coffee, tea, and water available in the lounge area – Sponsored by Baltimore Coffee & Tea		
10:10–11:10 a.m. Breakout Session 2	Building a Community Do you have what it takes to build a successful online community? Find out how to evaluate available tech options (including features and customization), and how to maintain and grow your community. <i>Ali Allage (Boost Labs)</i>	Building an Internal Social Media Team Social media is no longer a one-man show. Learn how to work with colleagues to create content and manage outreach. This discussion is for managers, employees, and job seekers. <i>Mayra Ruiz-McPherson (Ruiz-McPherson Communications)</i>	Website Accessibility: Deciphering Section 508 & WCAG Lingo Is your website meeting accessibility requirements? Find out how to create an accessibility checklist for your website and implement tools to evaluate the effectiveness of your web content. <i>Michael Guill (107 Designs)</i>
11:15 a.m.–12:15 p.m. Breakout Session 3	Online Reputation Management Learn how Network Solutions proactively mitigated online crises to maintain customer loyalty. Find out how to create strategies to increase positive online sentiment, neutralize negativity, and effectively manage crisis communication. <i>Shashi Bellamkonda & Susan Wade (Network Solutions)</i>	Create Captivating Content to Engage Your Audience You're talking to your audience, but is anyone listening? Explore strategies, assess your audience, and identify the most effective tools. Find out how different types of content (blog, video, podcasts, white papers, and more) are used to build brand engagement. <i>Daria Steigman (Steigman Communications)</i>	Using Google Analytics Google Analytics is a powerful tool, with many features and in-depth data about visitors to your website. Learn how to use this free software to evaluate and improve your website, email campaigns, search engine rankings, and more. <i>Jeannine Morber (Morber Marketing Group)</i>

12:15–12:45 p.m. Lunch	Pick up your box lunch in the lounge area. Enjoy informal networking with other attendees. All session rooms will be open and available for participants to relax during lunch.		
12:50–1:50 p.m. Breakout Session 4	21st Century Email Marketing Dispel misconceptions and get clarity in your email marketing practices. Discussion includes A/B testing, measurement, growing your audience, avoiding spam filters, and increasing engagement. <i>Christopher S. Penn (Blue Sky Factory)</i>	Sharing is the New “Tell a Friend” Are you making it easy for your customers and fans to tell their friends about your organization? Learn how to implement and optimize online sharing tools on your website, email campaigns, and social media profiles. <i>Carie Lewis (Humane Society of the United States)</i>	Expand Your Brand with Online Video Learn how to create educational, fun, engaging, and sharable videos for your website. Discussion includes DIY tips on recording, editing, uploading, optimizing, and sharing your videos online. <i>Whitney Hahn (Digital Bard Video)</i>
2:00 – 2:10 p.m. Sponsor Spotlight	Comcast Spotlight & Comcast Business Class		
2:10 – 2:45 p.m. Closing Session	We hear a lot about Facebook, Twitter, YouTube, and the other “big” networks. How can businesses find and develop audiences on smaller networks outside the major platforms? During this fast-paced session, 10 presenters will tell us about their favorite niche networks and emerging technologies. Each speaker has only 3 minutes ... Don’t blink, or you might miss these great ideas! <ul style="list-style-type: none"> • Using BuddyPress to create your own social network – Beth Schillaci • Curating & Connecting with Tumblr – Jessica Hibbard • Building Offline Communities with Meetup.com – Kelly Beach • SlideShare – Daria Steigman • Quora – Lisa Byrne • HootSuite – Sandy Sponaugle • 3D Visualization – Darian Robbins • Open Source Ecommerce Systems – Nick Damoulakis • HTML5 – Jon-Mikel Bailey • Google Instant – Jeannine Morber 		
2:45 – 3:00 p.m. Closing Remarks & Grand Prize Drawing	<ul style="list-style-type: none"> • Closing Remarks & Recognition – Ric Adams, Frederick Chamber President & CEO • Turn in your conference evaluation form for a chance to win an iPad! 		

To register, visit www.frederickchamber.org or call 301.662.4164 x1. Chamber Trustees must register by phone to receive benefits.

Chamber members: \$125 • Chamber member nonprofits & Bootcamp attendees: \$110 • Non-members: \$195

Members of partnership organizations (Downtown Frederick Partnership, Emmitsburg Business & Professional Association, Frederick County African-American Chamber, Greater Brunswick Area Chamber, Greater Mount Airy Chamber, Mid-Atlantic Hispanic Chamber, Middletown Area Chamber, Middletown Valley Business Association): **\$135**

Sessions, presenters, and other conference details are always subject to change. Visit www.frederickchamber.org for updates.