

Schedule-At-A-Glance

WEDNESDAY, JULY 23

Pre-Conference Workshops 1:30PM – 4:30PM

PRODUCTION <i>Thoroughbred Room</i>	CREATIVITY <i>Hemisphere Room</i>	DATABASE <i>Farragut Room</i>	THIS ELECTRONIC WORLD <i>Military Room</i>	GLOBAL PHILANTHROPY/ FUNDRAISING TRENDS <i>Georgetown E Room</i>	MESSAGING <i>Georgetown W Room</i>
Production Building Blocks for Successful Direct Mail Management SPEAKERS: Cheryl Keedy, Ben Harris	Creativity in Action - 2008 SPEAKER: Tony Elischer	Making the Most of Your Database SPEAKERS: Sigrid Seymour, Charles Noland	Website Development: Beyond the Brochure Site SPEAKERS: Jeff Regen, Jeff Patrick	21st Century Giving - Philanthropy in a Flat World SPEAKER: Jon Duschinsky	Crafting a Message to Win More Supporters for Your Cause SPEAKER: Mal Warwick

DMAW Maxi Awards 4:30PM - 5:30PM

DMAW Maxi Receipt 5:30PM - 6:30PM

Registration Hours

Wednesday, July 23 12 Noon – 6:30PM

Thursday, July 24 7:00AM – 6:00PM

Friday, July 25 7:00AM – 2:00PM

THURSDAY, JULY 24

Morning Coffee with the Vendors 8:00AM – 8:45AM in the Exhibit Hall

Opening Plenary Session, 9:00AM – 10:15AM – International Ballroom – Keynote: Jim Stovall, *The Ultimate Gift*

TRACKS	BREAKOUT 1: 10:30AM - Noon	BREAKOUT 2: 1:30PM - 3:00PM	BREAKOUT 3: 4:00PM - 5:30PM
MAJOR DONOR Thoroughbred Room	Active Listening: What Your Major Donors are REALLY Saying SPEAKER: Martha Schumacher	Holistic Approach to Major Giving SPEAKER: Marshall Ginn	From Good to Great: Capital Campaigns SPEAKERS: Michael Brodie, Christine K. Owens
DIRECT RESPONSE FUNDRAISING Georgetown West Room	Are You Listening? How to Keep New Supporters Giving after their Crucial First Gift SPEAKERS: J.B. Mantz, Steve Froehlich, Beth Isikoff	It's the end of the world as we know it - and do you feel fine? (How online fundraising is changing everything, and how to make it work for your organization) SPEAKERS: Madeline Stanionis, Amy Ricigliano	We Miss You: Proven Ways to Bring Back Lapsed Donors SPEAKERS: Lisa Maska, L.Lynn Mehaffy, Craig Ziskin, Joyce Grand
CREATIVITY, COPYWRITING, DESIGN Hemisphere Room	How to Get the Best Out of Your Creative Team SPEAKERS: Steve Fleshman, Samantha Prestia, Barry Cox, Kate Mathews	The Copy Clinic: How to Write Successful Fundraising Letters SPEAKER: Mal Warwick	Selling the Sizzle SPEAKER: Kathy Swayze
LEADERSHIP AND MANAGEMENT Bancroft Room	Creatively and Strategically Building Your Development Team Using Consultants SPEAKERS: Valerie Broadie, Carol Shannon, Jeff Wilklow	Collaborative Marketing and Fundraising: Unlocking the Multitude of Possibilities! SPEAKERS: Steve Meyerson, Ken Falk	Think and Lead Creatively - How to Create a Learning Organization Open to Change SPEAKER: Barbara Talisman
COMMERCIAL DIRECT RESPONSE Monroe West Room	High Class Marketing on a Shoe String Budget SPEAKER: Robyn Sachs	Best Practices - Putting Customer Segmentation to Work SPEAKER: Danielle Leveille	Multi-channel and Mobile Marketing Trends SPEAKER: Karen Rice Gardiner
CORPORATE, FOUNDATION & DEFERRED GIVING Monroe East Room	Cause Marketing: Corporate Chic or Corporate Savvy SPEAKER: Mikel Koon	Tests that Have Made A Difference: Applying the Art & Science of Direct Marketing to Planned Giving SPEAKERS: Regina Watson, Kathryn Ward	Preparation beats Heartburn (AAGP-NCA) SPEAKERS: Jesse Buggs, Teri Blandon
MARKETING FOR PUBLICATIONS & ASSOCIATIONS Edison Room	A Zillion Great Ideas in 90 Minutes SPEAKERS: Connie Penne, Darryl Walter, Sue Woodward, Scott Osler	Integrating Social Media, Network and Web 2.0 SPEAKER: Andy Steggles	Bringing an Association Brand to Life SPEAKERS: Suzanne Brach, Kristin Ludwig, Andy Metz
FEATURED SPEAKERS Georgetown East Room	The Copy Clinic: How to Write Successful Fundraising Letters SPEAKER: Mal Warwick	Tough Talk and You and Your Board: Part I SPEAKER: Simone Joyaux	Tougher Talk and You and Your Board: Part II SPEAKER: Simone Joyaux
THIS ELECTRONIC WORLD Caucus Room	Web 2.0 & Social Networks: Are We There Yet? SPEAKERS: Eric Rardin, Jonathan Colman, Sarosh Syed	360° - How Online Fundraising Can Help EVERY Aspect of Your Fundraising and Friendraising SPEAKER: Michael Johnston	What's Your Best Pick-Up Line? How to Recruit Donors, Activists, and Volunteers Online SPEAKERS: Sheeraz Haji, Geoff Handy
MESSAGING & COMMUNICATIONS Dupont Room	What's in an Image? Developing Your Brand and Strategic Marketing Approach SPEAKER: Brooks Kenny	Forgotten Strategy: Return to Donor Cultivation SPEAKERS: Dennis McCarthy, Mark Rovner, Ken Peterson	Collaborative Marketing and Fundraising: Unlocking the Multitude of Possibilities! SPEAKERS: Steve Meyerson, Ken Falk
FOCUS ON MUSEUMS AND THE ARTS Farragut Room	Different Points of View on Cultural Fundraising SPEAKERS: Jeff Hale, Lauren Harmisfeiger, Mark Mills, Sara Enos	Online Fundraising for the Arts SPEAKERS: Vanessa Harbin, Sara Enos, Debbie Young, Barb Perrell - Mod	More than Member Gifts! Other Ways to raise funds from Museum Members SPEAKERS: Amy Farrier, Edison Wato, Tiffany Neill
CURRENT ISSUES Military Room	My Name is not Jane Donor, and other Lessons from the Great American Donor Survey SPEAKERS: Dirk Rinker, Sherry Minton, Steven Miller	The Great Debate: The LAST 100 Days SPEAKERS: Charles Pruitt, Hal Malchow, Richard Viguerie, Kristin McCurry, Steve Brown	How Green Are We? The "Green Movement" in Printing and Mailing SPEAKER: George Lizama
NTEN Grant Room	Micro Campaign Sites and Communication Integration SPEAKERS: Michael Cervino, Felicia Carr	The Advocacy and Fundraising Link: Turning Activists into Donors (and vice versa) SPEAKER: Jeff Patrick	Size Does Matter: 10 Tips for Building Your List SPEAKERS: Elizabeth Brookbank

Grand Reception, 5:30PM – 8:00PM in the Exhibit Hall – Prizes to be given away!

FRIDAY, JULY 25

Morning Coffee with the Vendors & Networking Round Tables 8:00AM – 8:45AM in the Exhibit Hall

TRACKS	BREAKOUT 4: 9:00AM - 10:30AM	BREAKOUT 5: 1:30PM - 3:00PM	BREAKOUT 6: 3:30PM - 4:45PM
MAJOR DONOR <i>Lincoln East Room</i>	Moving Donors Up the Pyramid for Maximum Results SPEAKERS: Tiffany Neill, Lisa Maska	Untapped Potential for Major Giving: Online Marketing Tools for Cultivation & Stewardship SPEAKERS: Mark Rovner, Colleen McCulloch-Leach, Trent Ricker	Build Local Capacity to Increase Major Giving: Two Models to Enhance Fundraising Cost- Effectiveness in Affiliate Organizations SPEAKERS: R. Scott Lyons, Susan Dankoff, Lauri Rhinehart, Kay Tuttle
DIRECT RESPONSE FUNDRAISING <i>Jefferson East Room</i>	Minding the Gap: Bridging the Divide between Direct Response and Major Gifts SPEAKERS: Cathy Finney, Donna Adair, Tricia Reyes	Creative Responses to Acquisition Challenges SPEAKERS: Jenny Allen, Pete Carter, Brandon Hemel, Sara Tatnall	Marketing Forensics - Letting the Data Lead You to Growth SPEAKERS: Amelia Koch, Kevin T. Moran
LEADERSHIP AND MANAGEMENT <i>Bancroft Room</i>	Strategic Resource Development Planning for Real Results SPEAKERS: Randi Hogan, Marisa Rivera-Albert, David Snider, Whitney Brimfield	Constituent Ambassadors: Engaging Non-development Staff in Constituent Outreach and Cultivation Work SPEAKER: Jaye López	Take Back Your 9 to 5: Leading Beyond the Development Office SPEAKER: Rosetta Thurman
COMMERCIAL DIRECT RESPONSE <i>Chey Chase Room</i>	Automated Direct Marketing: A Case Study in MultiChannel Marketing SPEAKER: Tim Norris	Driving Customer Centricity in Your Organization SPEAKERS: Jeannine Falcone	Member Optimization: The Next Generation of Marketing SPEAKER: Steve Levy
CORPORATE, FOUNDATION & DEFERRED GIVING <i>Map Room</i>	Corporate Sponsorship and CSR - How to Partner Effectively with Corporations SPEAKER: Barbara Tallisman	Donor Advised Funds: The Wave of the Future and Present SPEAKERS: Rita Corwin, Regina Watson	Write smart, Do good, Report honestly (AAGP-NCA) SPEAKERS: Marci Levin, Loretto McNally
FEATURED SPEAKERS <i>Lincoln West Room</i>	Breaking out of your Creative Comfort Zone SPEAKER: Jon Duschinsky	Mythbusting SPEAKER: Sean Triner	The New Media Strategy Laboratory: The experimental session to create the best new media strategy every seen for fundraising! SPEAKER: Michael Johnston
THIS ELECTRONIC WORLD <i>Caucus Room</i>	Online and New Media Fundraising: Trends, Tools and Best Practices SPEAKERS: Jim Jacobs, Victoria Miller, Chas Offutt, Trent Ricker	Video Publishing Case Studies for Nonprofit Marketing, Fundraising and Membership Growth SPEAKERS: Robert Enholm, Frances Schlosstein	The Three Musketeers of Online Marketing – Integrated SEO, SEM, and Email for the Optimum ROI SPEAKERS: Liz Murphy, Robin Steffek
MESSAGING <i>Duport Room</i>	Branding: What difference does it make to your donors? SPEAKER: Barbara Sahli	Using World Cafe and Graphical Facilitation to Hear Your Audience SPEAKERS: Joel Zimmerman, Kristin Sinclair	Taking Your Campaign Public - Public Phase Marketing of Your Capital Campaign SPEAKERS: L. Scott Schultz, Daryl Twerdahl, Kelly Resinger
CURRENT ISSUES <i>Jefferson West Room</i>	Keep Your Donors: Building Relationships SPEAKER: Simone Joyaux	Brandraising: Securing Share of Mind, Heart and Spirit SPEAKER: Tony Elischer	It's the thought that counts . . . Symbolic Giving Trends in Philanthropy SPEAKERS: Erika Kloehn, Lisa Scott Benson, Kristin McCurry
REACHING YOUR TARGET <i>Farragut Room</i>	Giving Jewishly SPEAKERS: Amy Sukol, Tiffany Neill	The New Majority: 30 Reasons Why You Need to Reach the Hispanic Donor SPEAKERS: Loretta Poggio, Karen Sinisi	Emerging Trends in the Next Generation of Women Philanthropists SPEAKER: Sondra Shaw-Hardy

Coffee in Exhibit Hall 10:30PM - 11:45AM Exhibit Hall

Keynote Luncheon: 12:00noon – 1:30PM – International Ballroom – Lynn Price, Social Entrepreneur

Coffee & Prizes in Exhibit Hall 3:00PM -3:30PM Exhibit Hall