



Chicago Regional Workshop  
Tuesday, June 2, 2015

- 9:00am **Registration and Networking Coffee**
- 9:30am **Opening Remarks and Welcome: The Changing Landscape of Advocacy**  
This is a new era for representing our causes and organizations. The tools and tactics have changed, the audience has changed. Are you changing with it? *Speaker: LeeAnn Petersen, Co-Founder, PWIA Conference*
- 10:00am **Make Your Message Stand Out!**  
This one hour talk includes written and interactive exercises to help you increase the efficacy of your communications relating to your cause. Whether you seek visibility, engagement or funds, this session will help you craft and deliver a message that stands apart from the noise. *Speaker: Marianna Swallow, Coach, Trainer and Author of 21 Ways to Engage Your Audience*
- 11:00am **Fundraising for Advocacy**  
We were all awed by the incredible results of the ALS ice bucket challenge. How do you capture lightning in a bottle for your organization? During this session we will cover the building blocks for fundraising to help propel your advocacy to the next level. We will also address technology and social media for fundraising. *Speaker: Caitlin Murdoch, Associate Consultant, Campbell & Company*
- 12:30pm **Keynote Luncheon** – *Desiree Rogers, CEO of Johnson Publishing Co and Choose Chicago; Interviewer: Nora Daley, Chair, Chicago Cultural Affairs Advisory Committee*
- 2:00pm **Visibility for Your Cause** - How to develop a successful online presence and measure results. Whether you are a small non-profit or large association your online presence could probably use a shot in the arm. Are you doing all you can to maximize visibility for your organization or cause and how do you measure that? *Speaker: Andy Crestodina, Co-Founder, Orbit Media*
- 3:00pm **Tools and Tactics for the Modern Advocate**  
There is no escape from technology when engaging in a modern advocacy campaign. What tools are available and what are the benefits of each? We will discuss social media platforms, target lists, filtering out chatter and spending your time on messages that matter. We will cover “social advertising,” reaching media, engaging the audience through promotions and effective writing for the web. *Speaker: Mana Ionescu, President, Lightspan Digital*
- 4:00pm **Panel: Bringing Value to Your Association through a Robust Advocacy Program**  
One of the prime benefits of association membership is advocacy. You play a critical role in representing and promoting your cause, issue, industry or organization. Learn how you bring value to your organization and what you could do better. *Moderator: Michelle Mason, CEO Chicagoland Association Forum*  
*Panelists: Lynne Thomas Gordon, CEO, American Health Information Management Association (AHIMA), Mary Eiken, Executive Director, Society of Gynecologic Oncology*
- 5:00pm **Networking happy hour, no host bar** - join us by the bar to discuss what you learned, make new relationships and rekindle old ones.