

2010 NIRSA
National Marketing Institute
Program Schedule

Subject to change, last updated September 29, 2010

Tuesday, November 2

6:00pm-8:00pm Informal Networking Social – Embassy Suites Memphis

Wednesday, November 3

6:30am-7:30am Morning Walks (optional)
8:00am-9:30am Continental Breakfast at Hotel/Registration Open in the Atrium
Breakfast for guests registered at Embassy Suites Memphis
9:30am-10:00am Welcome/Ice Breaker: Regency Room
10:00am-11:00am Educational Sessions (see below)
11:00am-1:00pm Lunch (on your own)
1:00pm-2:00pm Educational Sessions (see below)
3:00pm-5:00pm Tour: University of Memphis Student Recreation & Fitness Center
5:30pm-7:00pm Free Time on Beale Street
7:00pm-10:00pm Networking Social at Alfred's on Beale Street (dinner provided)

Educational Sessions

COLLABORATION

10:00am-11:00am - Regency Room - IACET CEU 0.1

Reaching Out to Incoming Freshman - How an NSO Video & Program can Grow Participation

Julia Neal, The University of Akron

This session will demonstrate how a commuter campus (The University of Akron) was able to reach out to incoming freshman with a funny/informative New Student Orientation video and activity.

Core Competencies:

- Programming
- Management Techniques
- Business Procedures

Learning objectives:

1. Explain why student involvement in marketing projects is important to reaching out to today's students.
2. Learn the basics of making a marketing video & NSO program.
3. Identify positive reasons for collaborating with New Student Orientation.

SPONSORSHIPS

10:00am-11:00am - Consulate Room - IACET CEU 0.1

Jumpstart Sponsor Workshop

Cathy Kropff, Virginia Tech; and Erik Riha, University of Illinois

With today's economic situation, many recreational sports departments are looking for additional revenue streams to help combat today's stress and financial impact. One way to do this is through sponsorships. This session will give rookies a focused jumpstart on how to identify sponsor goals and needs, how to identify sponsorship inventory, and how to draft a sponsorship brochure and proposal. This workshop will provide hands-on tips and advice on how to attract, contact, and contract sponsors for your department.

Core Competencies:

- Management Techniques
- Programming
- Personal & Professional Qualities

Learning objectives:

1. Articulate sponsor needs, goals, and opportunities for your department.
2. Draft a sponsorship brochure or proposal.
3. Identify a potential sponsor to solicit and develop a plan of action to contact that sponsor.

BRANDING/GRAPHIC DESIGN

1:00pm-2:00pm - Regency Room - IACET CEU 0.1

Department Branding through Print Design Consistency

Emily Bach & Jennifer Wiemer, University of Missouri

This session features tips and tools for developing and implementing a cohesive design esthetic to be used for marketing materials, publications, facility signage, etc which will help establish a department brand.

Core Competencies:

- Management Techniques
- Business Procedures

Learning objectives:

1. Identify opportunities to extend branding to all department materials from business cards to facility signage.
2. Learn how to create a cohesive design palate to be applied to all department materials.
3. Collect tips for production procedures to create consistency regardless of staffing patterns.

MEMBERSHIP

1:00pm-2:00pm - Consulate Room - IACET CEU 0.1

Membership Revenue: How to Reach Your Goal and Keep Your Members

Kris Meyers, The Ohio State University

This session will feature strategies to help you structure your membership opportunities, recruit new members and keep them coming back! By providing "wow" experiences and top notch service recovery, your members will not only stay with you, they will bring their friends and families.

Core Competencies:

- Philosophy & Theory
- Programming
- Business Procedures

Learning objectives:

1. Learn skills and strategies to assist in recruiting and retaining members.
2. Identify tactics for successful service recovery.
3. Plan activities to retain members.

Thursday, November 4

6:30am-7:30am	Morning Walks (optional)
8:00am-8:30am	Registration Open/Continental Breakfast at Hotel <i>Breakfast for guests registered at Embassy Suites Memphis</i>
8:45am-9:45am	Panel Discussion with Memphis Area Sport Professionals: Regency Room <ul style="list-style-type: none">• Chad Bolen, Vice President, Corporate Partnerships• Adam Goldberg, Director of Marketing, Memphis Redbirds• Brandon Hayes, Marketing Director for Athletics, University of Memphis
10:00am-11:15am	Roundtable Discussions: Consulate Room
11:30am-12:30pm	Educational Sessions (see below)
12:30pm-1:30pm	Networking Lunch (meal provided) in the Atrium
1:30pm-3:45pm	Educational Sessions (see below)
4:00pm-8:00pm	Networking/Dinner (on your own)

Educational Sessions

MARKETING FOR SMALL SCHOOLS

11:30am-12:30pm - Regency Room - IACET CEU 0.1

From Jack of All Trades to Master of Marketing on a Budget

Marie Vanbuskirk, Oakland University

This session features quick and easy marketing and promotional ideas for professionals who wear “multiple hats”. Learn how to get big results on a small budget and make the most of your time.

Core Competencies:

- Philosophy & Theory
- Programming
- Personal & Professional Qualities

Learning objectives:

1. Identify and explain at least three techniques to market on a small budget.
2. Identify and explain at least two ways to use technology to boost your marketing.
3. Articulate at least two ways well trained staff can save you time and money.

BRANDING/GRAPHIC DESIGN

11:30am-12:30pm - Consulate Room – IACET CEU 0.1

Creating and Maintaining your Celebrity On-Campus Personality

Lisa Yvonne Martinez, Texas A&M University

We often get so caught up on figuring how to make our programs popular that we forget we need to be the “face” of our program first. Learn how to create a “celebrity” status on campus to more effectively sell your programs.

Core Competencies:

- Personal & Professional Qualities

Learning objectives:

1. Develop a stronger ownership with your program(s).
2. Be able to sell your program with more confidence.
3. Establish credibility with your professional positions and program.

E-MARKETING

1:30pm-2:30pm - Regency Room - IACET CEU 0.1

Electronic Marketing- Website, Emails and Social Media

Jillian McNiff, Boston University

In an effort to reduce costs and "go green", electronic marketing takes center stage. From emails and websites to Twitter and Facebook, learn how a major urban university has increased participation and reduced costs.

Core Competencies:

Business Procedures

Learning objectives:

1. Understand the importance of engaging participants through electronic media.
2. Learn ways to reduce marketing costs.
3. Discuss the challenges of implementing change in a traditional university culture.

SPONSORSHIP

1:30pm-2:30pm - Consulate Room - IACET CEU 0.1

Sponsorship - Play like a Pro!

Wendy Little, Oregon State University

Sponsorship can shape the Rec Sports landscape when executed effectively. Learn how one Rec Sports program successfully developed and implemented a focused sponsorship effort to enhance the student experience and create lasting relationships within the community.

Core Competencies:

Business Procedures

Learning objectives:

1. Identify ways to create consistent sponsorship opportunities.
2. Be able to develop an effective sponsorship plan.
3. Identify implementation strategies for attracting and retaining sponsors.

SUSTAINABILITY

2:45pm-3:45pm - Consulate Room - IACET CEU 0.1

Work Hard, Play Greener!

Graciela Sandoval, Texas State University

This session features eco-friendly marketing plan and concepts to help educate participants and staff on sustainability efforts through recreational activities. Learn how to educate your students while enhancing your green image across campus and the nation.

Core Competencies:

Programming

Business Procedures

Facility Management, Planning & Design

Learning objectives:

1. Articulate at least three benefits of marketing your sustainability efforts.
2. Understand and explain how to using green materials and concepts within your entire marketing plan.
3. Discuss and learn how to prepare for future implementations of campus and nationwide sustainability efforts.

Undercover Operation: Secrets of Recreational Magazine Production

Jennifer Wiemer & Emily Bach, University of Missouri

Break down the process of developing an effective and professional facility and program publication with the resources you already have, and learn how simple choices can make a large impact on your facility.

Core Competencies:

Management Techniques

Business Procedures

Personal & Professional Qualities

Learning objectives:

1. Identify and explain the benefits of providing information to members and students in printed format.
2. Apply content management strategies to their own workflow.
3. Assess and utilize available resources to the maximum capacity to achieve successful and professional printed materials.

Friday, November 5

6:30am-7:30am	Morning Walks (optional)
8:00am-9:00am	Continental Breakfast at Hotel <i>Breakfast for guests registered at Embassy Suites Memphis</i>
9:00am-10:00am	Educational Sessions (see below)
10:15am-Noon	Closing Guest Speakers (Social Media Track): Regency Room

Educational Sessions

MISCELLANEOUS

9:00am-10:00am - Regency Room - IACET CEU 0.1

Think Outside the Polygon

Lisa Yvonne Martinez, Texas A&M University

Practice four different collaborating and brainstorming techniques that can be performed in any environment. Place those ideas on a quadrant to determine the what, how, when and WOW for your promotion.

Core Competencies:

Management Techniques

Learning objectives:

1. Learn brainstorming techniques.
2. Mix up various distribution channels for more effective results.
3. Modify a basic formula for advertising to your program promotion needs.

Identifying and Targeting your Best Prospects

Kristin Smith, The Ohio State University

This session will feature strategies designed to help identify prime prospects for sponsorship partnerships. Additionally, it will demonstrate ways to match your sponsorship inventory with your prospect's business needs.

Core Competencies:

Business Procedures

Learning objectives:

1. Learn how to identify potential sponsors, based on external research.
2. Learn ways to determine that potential sponsors are a good match for your sponsorship programs.
3. Learn how to position your sponsorship opportunities effectively to both external and internal partners.

Closing Guest Speakers

Social Media: Planning and Policies

Our campuses are abuzz with social media users. They tweet, they Facebook, they check in, and yes, they even Farmville. How do you, as a communications professional, help guide your faculty, staff and students in the social media sphere so that they don't harm your institution's online image in their official and unofficial communications roles? In this session, two social media experts will provide tips for creating social media policies designed to protect our institutions without stifling your communications and marketing efforts.

Andrew Careaga

Director of Communications

Missouri University of Science & Technology

During his over 19 years on the Missouri S&T staff, Andrew Careaga has served as manager of public relations, news and features editor for the university's alumni magazine, and the university's first webmaster, before moving into his current role as Director of Communications. A veteran blogger and social media junkie, he contributes to Missouri S&T's research blog, Visions (visions.mst.edu), and blogs frequently on his personal site, Higher Ed Marketing (highered.prblogs.org). He also is involved in coordinating the university's social media presence on Facebook, Twitter and YouTube. In 2007, Careaga managed the Name Change Communications blog (namechange.mst.edu), which the university established to encourage communication with alumni, students and other constituents about the university's proposed and ultimately successful name change from UMR to Missouri S&T. The blog won the Best Institutional Blog award from eduStyle and CollegeWebEditor.com in 2008. Careaga's professional involvement includes service with CASE (the Council for the Advancement and Support of Education).

Teresa Valerio Parrott

Vice President

Widmeyer Communications

Valerio Parrot draws on extensive experience designing and implementing strategic media and marketing efforts aimed at enhancing institutions' image, reputation and brand. She has conducted numerous communications analyses for colleges and universities, developed and launched multi-audience research projects and is experienced in communicating the tactics and techniques that drive effective media and marketing outreach efforts. Previously, Valerio Parrot was Vice President of Media Relations and Crisis Communications for SimpsonScarborough, a higher education consulting firm. She provided media, communications and marketing assistance to institutions such as Augustana College, Baylor University, California Western School of Law, The College of the Holy Cross, Loyola College in Maryland, New Jersey City University, School of Visual Arts, St. Bonaventure University and Youngstown State University.