



presents

BRIGHT IDEAS

SPECTRUM 2011

Tuesday, May 10, 7:30 a.m. – 5 p.m.

Viking Conference Center, 10709 Watson Road, St. Louis MO 63127

7:30 – 8:15 a.m.: Registration & Continental Breakfast

8:15 – 8:45 a.m.: Welcome & Keynote Address

Bits of Brightness

Susan Werremeyer, owner; Carlton | Werremeyer

We have all witnessed the shining moments of area nonprofits and the innovative ideas that divert all eyes toward their direction. Event management expert Susan Werremeyer, creator of dazzling parties and other brilliant affairs, will light up your imagination by sharing her picks of the most scintillating local ideas in events, development, and marketing.

8:45 – 9 a.m.: Break

9 – 10:15 a.m.: Breakout Sessions I

Executive Director/Board Track

Social Media: Legal Issues and Organization Liability

Barbara F. Dunn, attorney and partner; Howe & Hutton, Ltd.

Social media are incandescently hot topics—but their legal implications are murky. This session casts light on these critical and ever-evolving issues, with examples from the files of Howe & Hutton, a law firm specializing in the unique, creative and highly regulated area of nonprofit organization and hospitality law.

Development Track

Special Events: Raising Dollars While Keeping the Mission Front and Center

Stephen E. Phelps, MA, CFRE, director of development and communications; Doorways

Special events can be a blessing or a curse. In this interactive session, learn how to create a successful event that keeps a laser focus on your mission while raising the dollars you need—without exceeding your budget.

Marketing/Communications Track

Shedding Light on Your Stakeholders and Your Communications Plan

Allison Collinger, principal; AHC Consulting LLC

Forget the flash—a simple communications plan with clear objectives and strategies is what most organizations need the most! You'll review communications planning especially in light of analyzing your stakeholders. See what new digital tools, if any, make sense to incorporate into your efforts.

New to...Search Engine Optimization

It's Not Who You Know, But *Who Knows You*: Making Your Website "Findable"

Erin Husband, online marketing strategist; Twist

SEO can be an intimidating acronym. But when it's managed effectively, your website can become a competitive advantage. We'll review exactly what Search Engine Optimization means for you, and how using this cost-effective marketing strategy will expand the reach of your organization.

10:15 – 10:30 a.m.: Break

10:30 – 11:45 a.m.: Breakout Sessions II

Executive Director/Board Track

Partners, Not Just Board Members

Amy Rome, CFRE, principal; The Rome Group

Are your board members doing everything you'd like them to do? If your answer is no, join Amy for some realistic and practical advice and dialogue on how to get board members to become more engaged and ultimately enthusiastic partners who want to help your organization thrive.

Development Track

Everyone Needs an Editor: The Best One May Be You

Dick Weiss, founder; WeissWrite LLC • contributing editor; St. Louis Beacon

Writing coach and former *Post-Dispatch* editor Dick Weiss leads an interactive workshop geared especially for development professionals that will help you write impeccable copy when you lack a good editor. His tips will also help you overcome writer's block and tell your nonprofit's story in the most compelling way possible.

Marketing/Communications Track

Why No One Seems to Care About Your Nonprofit (and What to Do About It)

Maryanne Dersch, strategist and superfan; 501creative, inc.

Are you frustrated that although your organization does great work, you struggle to get people to care? Learn why they don't and what you can do to make them care and move them to action—how to communicate your organization's message clearly and concisely to the audiences that matter most.

New to...Media Limelight

Illuminating the Media: What They Want From You

Kelsey Volkman, web editor; St. Louis Business Journal

Megan Lynch, investigative reporter, NewsRadio 1120 KMOX

Sheila Condon, news producer; KSDK-TV Newschannel 5

How do you get media coverage for your organization or special event? Each type of media outlet has its specific preferences. You'll discover what the different outlets look for when they decide if a story is newsworthy. An interactive discussion will help you maximize your efforts in promoting your organization.

11:45 a.m. – 1:30 p.m.: Lunch & Keynote Address, plus Elevator Pitch Winner & Attendance Prizes

Shining the Media Spotlight on Your Organization

Jasmine Huda, anchor and reporter; KMOV-TV News 4

How do you get media attention? What do reporters and producers look for in a story? With her experience in radio and television as a producer as well as a reporter and anchor, Jasmine Huda will elucidate best practices, do's and don't's, national media coverage, "visual" stories, industry trends and new ideas, and much more.

1:30 – 1:45 p.m.: Break

1:45 – 3 p.m.: Breakout Sessions III

Executive Director/Board Track

Financial Topics and Key Internal Controls

Leanne Rohr and Brent Stevens, managers; Not-for-Profit Services Group, RubinBrown LLP

No matter what your nonprofit's mission is, there are certain financial matters that all executive directors and development officers need to understand. Learn about the internal control practices in which you should have some level of involvement.

Development Track

Next Bright Idea? The Who, What, When, Where, and Why of Social Enterprise

Barbara Levin, MSW, program coordinator; Alliance for Building Capacity, George Warren Brown School of Social Work, Washington University in St. Louis

You'll examine the concepts of social entrepreneurship and enterprise, learn about global and national trends and best practices, and enjoy a hands-on opportunity to explore potential social ventures/enterprises.

Marketing/Communications Track

Let's Give 'Em Something to Talk About: Social Media and Digital Word of Mouth

Brian Cross, managing partner and director of rocket science; Elasticity

As traditional and digital media continue to blend, brand marketing is in decline and content marketing is on the rise. We'll discuss how social media tools have created a new kind of word of mouth that is the most effective and influential form of messaging, and how you can get into the conversation.

New to...Web Treasures

26 Online Resources Every Nonprofit Executive Should Know

Brad Smith, nonprofit information resource manager; St. Charles City-County Library District

Information is power, especially in today's nonprofit world. This workshop offers an overview of key online resources available to nonprofit organizations of any size. You'll be provided with reliable resources for organizational development, community information, and fundraising.

3 – 3:15 p.m.: Break

3:15 – 4:30 p.m.: Breakout Sessions IV

Executive Director/Board Track

Ensuring Your Nonprofit's Future: Recruiting and Retaining Young Employees and Volunteers

Mallory Rusch, president; Young Nonprofit Professionals Network—St. Louis

Young professionals can bring energy, innovation, and dedication to your nonprofit. Find out what attracts them to an organization, what keeps them engaged and productive, and how your organization can implement some of the professional development practices at The Mission Continues, a booming national nonprofit staffed entirely by individuals under 40.

Development Track

Corporate Giving Isn't Changing – It's Changed!

Mary McMurtrey, president; Gateway Center for Giving

If you've seen one corporate donor, you've seen...one corporate donor. Find out how corporate philanthropy has changed and continues to change as we move from large cap corporate dependency to small and mid cap corporate partners.

Marketing/Communications Track

Social Media for Social Good: Emerging Trends and Tactics

Lisa Weser, senior vice president; Emerging Communications, Fleishman-Hillard

Crowdsourcing. Geo-location. Group Buying. Tweeting. As social technologies continue to evolve, so do the opportunities they pose for the nonprofit sector. We'll investigate emerging trends in digital and social media and examine how organizations are leveraging these trends to advance their business and their cause.

New To...Public Speaking

Polishing Your Presentation Skills

Phil Moses, customer connection director; Better Business Bureau

Do you find speaking in public to be overwhelming, or even just mildly intimidating? Get hands-on lessons from a master presenter. Many donors and other stakeholders of your organization make instant decisions based on your ability to communicate. Learn how to put your best foot forward—and what not to do.

4:30 – 5 p.m.: Open Networking

Wind down the day with refreshments in the central concourse.



Bright Ideas: CSPRC SPECTRUM 2011

The Community Service Public Relations Council's annual day-long conference is uniquely designed to meet the needs of nonprofit organizations. SPECTRUM is organized into breakfast and lunch keynote sessions and 16 breakout sessions throughout the day. There are four sessions each in four tracks: executive and board, development, marketing/communications, and "new." Follow one track or attend any session you want—you're sure to experience light bulb moments!

About CSPRC

For 40 years, the St. Louis-based Community Service Public Relations Council has deepened its members' knowledge and expertise through meetings, workshops, conferences, publications, and other services geared specifically to nonprofits, especially public and private community service organizations. If you work in public relations, communications, fundraising, volunteer management, or nonprofit management, CSPRC is for you.