



Communications Network Fall 2009 Conference
Oct. 14 -16, 2009 New York City

Wednesday October 14, 2009

4:00 - 5:30 PM
Check -In
5:00 – 6:00 PM
Opening Reception
6:15 - 6:30 PM
Opening Remarks
6:30 – 7:30 PM
Keynote Speech: Frank Rich

Philanthropy New York Film Screening at 8 PM: *Please Vote For Me*

Thursday October 15, 2009

8:30 - 9:30 AM		
Keynote Speech: Clay Shirky		
9:30 – 10:00 AM		
Break		
10:00 – 11:15 AM		
Walking the Talk: The Nuts and Bolts of Online Dissemination	Public Policy Strategies: Two Tools to Help You Keep it Real	Using Contemporary Branding Strategy to Cross the Program/Communications Divide
11:15 – 11:45 AM		
Coffee Break		
11:45 – 1:00 PM		
Brand, meet Twitter. Twitter, Meet Brand	Using Evaluation In Real Time to Improve Advocacy Communications	If You Want to Go Fast, Go Alone. If You Want to Go Far, Go Together
1:00 – 2:15 PM		
Lunch		
2:15 – 3:30 PM		
Informing Influential Americans, Policymakers About Philanthropy	The Best Online Communications Tools You've Never Heard Of	Website Migration: When It's Time to Rebuild Your Site (Not Just Renovate It)
4:00 – 5:30 PM		
The Social Media Game	From Defense to Darling: Communications Lessons in the Successful Campaign to Reauthorize SCHIP	360° Storytelling: A Thinking Organization's Guide to Documenting & Sharing the Work
6:00 – 8:00 PM		
Offsite Reception – United Nations		

Friday October 16, 2009

9:00 - 10:15 AM			
Communication and Program Efficiency: Divorcing Traditional Models in KnowHow2GO to Make Way for Big Love	High-Impact Advocacy: Tools & Techniques Across the Advocacy Value Chain	How to Monitor Your Foundation's Reputation and Issues: Social Media Listening Strategy and Tools	
10:30 - 11:45 AM			
Using Traditional Media in Non-Traditional Ways	Where's the Starting Point? Determining Baselines for Communications in Public Policy	Diversity and Inclusiveness: Beyond the Buzzwords	From Boring to Fun: A Public Education Campaign That Worked and Why
11:45 - 12:00 PM			
Closing Remarks			