

Higher Logic Academy: Content Management System & Engagement

February 13, 2014

Arlington, VA

Improving Member Engagement

Using interactive activities, we will explore creating launch and beta testing plans, developing seed questions and using events to promote the Community. We will also cover best practices and strategies involving bi-directional content marketing, gamification and recording and reporting metrics.

8:30–9 a.m.

Coffee and Check In

9–9:30 a.m.

Engagement Overview

Heather McNair, Director of Client Success

9:30–10:30 a.m.

Putting Together your beta & launch plan

Angelika Lipkin, Sr. Manager, Client Communications

10:30–10:45 a.m.

Break

10:45 a.m.–11:30 p.m.

Marketing your community site

Heather McNair, Director of Client Success

11:30 a.m.–Noon

The best HUG resources

Angelika Lipkin, Sr. Manager, Client Communications

Noon–12:30 p.m.

Lunch

12:30–1:15 p.m.

Choose your own community adventure

Lila Elliott, Client Support Manager

1:15–2:30 p.m.

Building traffic on your site

Heather McNair, Director of Client Success

2:30–3:00 p.m.

Reporting

Heather McNair, Director of Client Success

3:00–3:30 p.m.

Community 201: What's next?

Heather McNair, Director of Client Success Exploring

3:30–4:30 p.m.

Office Hours (optional)

Client Success Team