

## Higher Logic Academy: Improving Member Engagement

August 26, 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 the role of the Community Manager, best practices and strategies involving bi-directional content marketing, gamification, shamification and recording and reporting metrics.

#### 8:30 – 9 a.m.

Coffee and Check In

#### 9 a.m. – 12 p.m.

Building the Foundation for a Successful Community

Heather McNair, Director of Client Success

#### 12 – 12:45 p.m.

Lunch

#### 12:45 – 1:30 p.m.

The Role of the Community Manager

Lila Elliott, Manager Client Support

#### 1:30 – 2:15 p.m.

Driving Traffic to Your Site

Angelika Lipkin, Senior Manager, Client Communication

#### 2:15–2:30 p.m.

Break

#### 2:30-3:15 p.m.

Gamification & Shamification

Qyana M. Stewart, Implementation Project Manager

#### 3:15-4 p.m.

Measuring Engagement

Ryan McKeown, Implementation Project Manager

#### 4-5 p.m.

Client Success Team Office Hours

Client Success Team