

Session Sneak Peek

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To Register Visit

SuperForum.HigherLogic.com

Welcome!

We are excited to provide you with a **Sneak Peek** of our 2019 Higher Logic Super Forum approved sessions. This is currently about half of our planned conference schedule. Stay tuned in the coming days and visit SuperForum.HigherLogic.com for updates and to register for the conference.

Table of Contents

Schedule at a Glance.....	3
Program Overview..... (Product Covered, Session Type, Track, Knowledge Level)	5
Real Magnet Sessions.....	7
Informz Sessions.....	9
Online Communities Sessions.....	12
Other Software Platforms Sessions.....	28

Schedule at a Glance

Monday, November 18	
8:00 AM - 5:00 PM	Higher Logic Academy Pre-Conference Sessions
8:30 AM - 5:00 PM	PAC Meeting
12:00 PM - 6:00 PM	Exhibitor Move-in
12:00 PM - 5:00 PM	Registration Open
1:00 PM - 5:00 PM	Topic Pods
1:00 PM - 5:00 PM	1x1 Consulting
6:00 PM - 8:00 PM	Welcome Reception
Tuesday, November 19	
7:00 AM - 8:00 AM	Exhibitor Setup
8:00 AM - 9:00 AM	Breakfast
8:00 AM - 5:00 PM	Registration Open
9:00 AM - 5:00 PM	1x1 Consulting
9:00 AM - 5:00 PM	Topic Pods
9:00 AM - 9:15 AM	Opening and CEO Address
9:15 AM - 10:15 AM	Keynote
10:15 AM - 10:30 AM	Transition Break
10:30 AM - 11:30 AM	Breakout Session 1
11:30 AM - 12:00 PM	Morning Break - Exhibitor Networking
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:00 PM	Breakout Session 2
2:00 PM - 2:15 PM	Transition Break
2:15 PM - 3:15 PM	Breakout Session 3
3:15 PM - 3:45 PM	Afternoon Break - Exhibitor Networking
3:45 PM - 4:45 PM	Breakout Session 4
4:45 PM - 5:30 PM	CEO Address Product Roadmap
6:00 PM - 9:00 PM	Customer Appreciation Party at Pose

Schedule at a Glance

Wednesday, November 20	
7:00 AM - 8:00 AM	Exhibitor Setup
8:00 AM - 9:00 AM	Breakfast
8:00 AM - 5:00 PM	Registration Open
8:00 AM - 5:00 PM	1x1 Consulting
8:00 AM - 5:00 PM	Topic Pods
9:00 AM - 10:15 AM	Keynote
10:15 AM - 10:30 AM	Transition Break
10:30 AM - 11:30 AM	Breakout Session 5
11:30 AM - 12:00 PM	Morning Break - Exhibitor Networking
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:00 PM	Breakout Session 6
2:00 PM - 2:15 PM	Transition Break
2:15 PM - 3:15 PM	Breakout Session 7
3:15 PM - 3:45 PM	Afternoon Break - Exhibitor Networking
3:45 PM - 4:45 PM	Breakout Session 8
4:45 PM - 5:00 PM	Awards
5:00 PM - 5:45 PM	45 Ideas in 45 Minutes
5:45 PM - 6:00 PM	Conference Close

Program Overview

Product Covered:

- Marketing Automation Enterprise powered by Real Magnet
- Marketing Automation Professional powered by Informz
- Online Communities
- Other Software Platforms
- Workspace

Session Type:

- **Demonstration** - used for product demos and walk-throughs
- **Roundtable Discussion** - used for group discussion in a more interactive setting
- **Presentation** - used for lecture style presentations with Q&A
- **Workshop/Hands On Presentation** - used for software presentations that include hands-on labs

Track:

- Best Practices & Strategies
- Data & Analytics
- Executive/C-Level: Strategic Leadership
- Product Capabilities, Technical & Design Guidance
- Success Stories: Customer Case Studies

Program Overview

Can the session content be accomplished solely using Higher Logic products without customization?

- **Yes** - Customization Is Required
- **No** – Customization Is Not Required

Knowledge Level:

Basic Sessions:

Focus on broad information, awareness, and understanding of a topic with limited or no prior knowledge or experience of the subject required. Transfers new information without substantial prerequisite knowledge to process or use it. Basic level sessions are often appropriate for individuals at the staff or entry level in organizations, although such programs may also benefit a seasoned professional with limited exposure to the area.

Intermediate Sessions:

Focus on content that builds on a basic foundation, appropriate for attendees with detailed knowledge in an area. Requires some prerequisite knowledge to transfer new information. Intermediate level sessions are often appropriate for individuals at a mid-level within the organization, with operational and/or supervisory responsibilities.

Advanced Sessions:

Focus on extensive application, comprehension, and configuration with in-depth material or explanation by the presenter. Advanced level sessions are often appropriate for seasoned professionals within organizations; however, they may also be beneficial for other professionals with specialized knowledge in a subject area.

Sessions | Marketing Automation Enterprise powered by Real Magnet



The Procrastinator's Guide to Marketing Automation Enterprise

Product: Marketing Automation Enterprise powered by Real Magnet

Track: Best Practices & Strategies

Session Type: Demonstration

Knowledge Level: Basic

Is Customization Required? Yes

Have you noticed that “Automation” tab in your account and wondered what it’s all about, but haven’t had time to take a look? Are you curious why the product name changed from Real Magnet to Marketing Automation Enterprise, and what tools came along with that? This session is designed to help anyone interested in utilizing marketing automation campaigns and give you tips on where to start. We’ll walk through why marketing automation is an important tool, different use cases where it can be compelling, the top campaigns to try first, and what’s actually being automated. Come join the presenters to discuss how you can get started on welcome/drip campaigns, event promotion, landing pages, and A/B testing.

Speaker(s): Christina Davila, Higher Logic | Ted Whalen, Higher Logic

New Member Engagement Automation

Product: Marketing Automation Enterprise powered by Real Magnet

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

To be developed - Provide an overview of ALPA addressed a need of one of our pilot groups using Market Automation tools within RealMagnet to greet and engage new members within the first year of the employment. Worked with RM to setup a campaign that runs unattended throughout a members first year of employment from new hire to first year anniversary.

Speaker(s): Chris McCarthy, Air Line Pilots Association | Vivian Swertinski, Air Line Pilots Association

Sessions | Marketing Automation Professional powered by Informz



Go From Flat to Fabulous: Getting Noticed in the Modern-Day Inbox

Product: Marketing Automation Professional powered by Informz

Track: Best Practices & Strategies

Session Type: Workshop/Hands On Presentation

Knowledge Level: Basic

Is Customization Required? Yes

In this session, you'll learn the art of crafting the subject lines and preheaders that will make your campaigns stand out. No matter if you're creating welcome, nurture, events, renewal, or win-back campaigns, step one is to get your emails opened. We'll explore ways to break out of the old routine, identify flat subject lines, and apply new techniques to get exposure and elevate your communications from flat to fabulous.

Speaker(s): Vivian Swertinski, Higher Logic

Expand Your Targeting Capabilities

Product: Marketing Automation Professional powered by Informz

Track: Data & Analytics

Session Type: Demonstration

Knowledge Level: Intermediate

Is Customization Required? Yes

Effective targeting is the first step to take on your journey to providing a more personalized user experience. Improved targeting results in greater audience engagement and less email fatigue. Did you know you can create robust target groups within the Marketing Automation Professional platform? This session will cover the capabilities of the segmentation tool and provide strategic guidance on when and how to use them.

Speaker(s): Vivian Swertinski, Higher Logic

How to Market Your Annual Conference

Product: Marketing Automation Professional powered by Informz

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? No

An association's annual conference can provide education sessions from all areas of practice. Learn how one association used targeted marketing and registration analytics to craft to reach segmented populations of its membership.

Speaker(s): Corrine King, Connecticut Bar Association | Alysha Adamo, Connecticut Bar Association

Increasing Post-Event Retention Rates Through Unique Automation + Community Engagement

Product: Marketing Automation Professional powered by Informz

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

Our team improved and increased our membership retention rates after our large annual conference. How? Through unique automation, using Marketing Automation Professional, online communities, and other Higher Logic tools. As a part of the event, attendees that had never had a paid membership received one free of charge for attending the conference. We utilized marketing automation email campaigns to integrate these new members prior to the conference. To encourage those that received free memberships last year, we used other segmented messaging campaigns and online interaction to maintain their active membership. These initiatives resulted in some of the highest membership numbers we've seen since 2017.

Speaker(s): Kaitlynn Malinowski, Innovatis Group | Mackenzie Evans, Innovatis Group

How to Market Your FREE Events and Services

Product: Marketing Automation Professional powered by Informz

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? No

FREE events and services are of great benefit to members but only if they take advantage of them. Learn how the Connecticut Bar Association marketed free events and annual promotions by incorporating them into our already planned communications and a strategic automated campaign.

Here are some of the impact metrics we used to measure our success that we will be discussing during this session:

- Open rate
- Click through rate
- Conversion rate – event registration, product “purchase” (it was free, but they still must complete a transaction)
- Two-year comparison of data
- Comparing future purchase after taking advantage of free “purchase”
- Member retention

Speaker(s): Corrine King, Connecticut Bar Association

Sessions | Online Communities



Advanced Automation Rules Workshop

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Workshop/Hands On Presentation

Knowledge Level: Advanced

Is Customization Required? Yes

This session we're getting hands-on with automation rules and exploring just how far they can go. We'll share how to conceptualize, build, and test advanced automation rule campaigns using multiple functionalities, complex logic, and plenty of customization. If you feel comfortable with automation rules and are ready to experiment and tinker beyond the basics, this is the session for you. Only adventurers need apply!

Speaker(s): Lindsay Starke, Higher Logic

Brace Yourselves: Let Community Bring the Feedback to You

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Learn how to use your online community platform to conduct early adopter program testing for new features, products, or processes for your organization. While providing multiple success cases, early adopter programs focus on the customer to get you the feedback you need to make changes exciting for your customers.

Speaker(s): Shannon Emery, Higher Logic

Building Diversity + Inclusion Into Your Digital DNA

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Digital technology provides a medium for communicating with customers and members alike through the web, online communities, and email marketing. But building diversity and inclusion into your digital roadmap takes more than a few passes to get right. In developing a new website, I will share insights as the project manager responsible for ensuring Connex's online footprint matches the world we live in, as well as the company we're striving to become. In this session, I'll share the challenges and successes along with the stats to support this initiative.

Speaker(s): Lauren Culpepper, Connex

Community Bells + Whistles: Essential Basic Tips from Your Community Managers

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Join Higher Logic's community managers as they dive into how to strategically use data to get the most out of your community. You can expect to learn more about:

- Engagement tactics
- Gamification
- Community health
- Presenting metrics to stakeholders
- Tagging

Wondering what else you can get out of your online community? We'll discuss that, too.

Speaker(s): Jessica Leitsch, Higher Logic

Community Managers Resource Swap Meet

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Roundtable Discussion

Knowledge Level: Intermediate

Is Customization Required? Yes

Join our collaborative roundtable (and ongoing HUG community) to encourage and support collective problem-solving #AllTogether. The Community Manager's Resource Swap Meet is an informal, fun gathering to exchange resources, tips, tricks and tactics that support our work.

Success tastes sweeter when you have someone to share it with, so let's seize the opportunity to celebrate our achievements and work through pain points together, encouraging growth while expanding our network of community professionals.

Bring one nagging issue and one awesome solution to share. We'll work through as many of your community-building topics as time allows. Topics may cover the CMS, your initial launch, engagement strategies, content, planning and tracking, metrics and KPIs.

Speaker(s): Joshua Slyman, jslyman@higherlogic.com

Craft a Creative + Strategic Communication Plan for Your Community

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? No

Your members and customers will never know what they don't know. Developing a clear communication plan will help you successfully launch your online community, because the more educated people are, the more likely they are to buy in and feel invested. We'll cover the basics of creating a communication plan from strategy to implementation (including staff communications) and review communicating from a creative perspective to include a variety of channels.

Speaker(s): Shanna Montoya, Colorado Bar Association

Develop a Successful Member Onboarding Campaign Using Higher Logic

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Demonstration

Knowledge Level: Intermediate

Is Customization Required? Yes

At the Association for Information and Image Management, we struggled with creating a personalized new member onboarding strategy due to various information silos.

So we narrowed our focus and centered our strategy around actions in Higher Logic: encouraging participation in our new member orientation, becoming active in communities, building out the member profile, and posting that first message.

We also rewarded efforts with badges so that member participation was acknowledged and easily noticed by others. In doing all of this, membership retention increased 2.5% in first year.

Learn how to launch your own onboarding program by simply utilizing the tools already built out in Higher Logic.

Speaker(s): Jessica Lombardo, AIIM

Discover and Apply the "Jobs to be Done" Framework

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Workshop/Hands On Presentation

Knowledge Level: Basic

Is Customization Required? Yes

It sounds like...you'd like to uncover the REAL pain points experienced by your teammates and your users. Apply reflective listening skills to understand the real "Jobs to be Done" and build your community roadmap to achieve your organization's most pressing business needs.

Speaker(s): Laura Coscarelli, Higher Logic

Everything You Need to Know About Building a Robust Ambassador Program

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

In this session, we'll walk through who should be an ambassador and how to identify community leaders for the program. Next, we'll discuss the role of an ambassador and technical tips for building the program. Finally, we'll review use cases of successful ambassador programs, highlighting the outcomes and benefits from running an ambassador program. Corporate and association audiences will both benefit from this session.

Speaker(s): Jessica Leitsch, Higher Logic | Sara Maloney, Higher Logic

How We Took Our Blogging Program Beyond the Basics

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Join us to walk through how a strong blogging and content program can be used as a tool to convert people to member status in associations and grow populations in public-facing, opt-in communities. We'll discuss tips and tactics for nurturing the blogging population, gathering content ideas, and using blogs as a tool for both external SEO and cross-pollination within communities.

Speaker(s): Will Machin, Higher Logic | Veronique Nguyen, Higher Logic

Managing Strategic Transition: Building Community Into Your Organizational Structure

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Building a case for community can be an uphill battle in many organizations – it took our organization two years to make the investment in Higher Logic, and another year-and-a-half to allocate appropriate staff resources. But it doesn't end there. In this session, you can expect to get answers to the following questions:

Once you have the buy in, how do you keep community a priority through periods of organizational change?

- What happens when there is a transition at the leadership level?
- What happens if budgets shift?
- How is community prioritized in the strategic planning process?

We'll also discuss strategies for integrating community into organizational priorities, so that it becomes a part of work being done across the organization.

Speaker(s): Laura Lee Charles, Interise

Maximize Your User Experience by Applying UX Design Principles

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

The average adult spends 17.6 hours a week on the internet (MIT). Some of those digital interactions result in great user experiences, and others are not so great. Poor experiences are usually a byproduct of design choices that didn't take the user into consideration.

It's easy to evaluate from afar and notice errors, but it's a bit trickier when you're in the midst of the design. This session will provide a list of principles you can use to make better design decisions and deliver a seamless user experience.

Speaker(s): Walky Goode, Higher Logic

People, Context and Need: Strategies for Integrating your Community and LMS

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Roundtable Discussion

Knowledge Level: Basic

Is Customization Required? Yes

In an article posted to the Association for Talent Development website, contributor Laurent Pacalin states: “70 to 80 percent of training budgets are spent on formal learning, but as many studies indicate, nearly 80 percent of what people actually learn within a job role is achieved informally”. It is well established that formal training offered through an LMS is critical to an organization’s mission to educate its community. With that said, we rarely give appropriate attention to informal or social learning through one’s online community. A primary reason is because an online community is typically hosted outside the LMS or learning domain within an organization’s Web presence.

In this session we will discuss ways to leverage your LMS and online community to provide holistic education experiences that can significantly impact your stakeholders. Attendees will learn:

1. How to create a seamless experience between your online community and LMS
2. Steps for enhancing formal or curriculum learning opportunities with peer engagement and active participation
3. How you can create communities of practice to further enhance sectors of learners with specific levels of experience, credentials or expertise.

Presenters include Richard Finstein, CEO of CommPartners and panel of association executives who have fostered integrated approaches to contextual, community or social learning.

Speaker(s): Richard Finstein, CommPartners | Casandra D. Blassingame, American Gear Manufacturers Association

Social Media for Online Communities

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? No

Social Media is all around us. In this presentation you will learn best practices, tips, and tricks to create a community environment on social that matches your Online Community! We will discuss how to use social media to promote community content, attract new members, and build engagement through genuine online interactions.

Speaker(s): Alexander Pennie, Higher Logic | Paul Bradley, Higher Logic

Solidify Your Community's Core: Launch Strategy Tips from Your Community Managers

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

When you start your organization's online community, there's a lot to think through. Join Higher Logic's community managers for a session where we'll address the big categories: moderation, internal policy, site setup, member permissions, legal, and launch strategy for additional communities. We'll help you come up with solutions and send you home with a list of questions for your organization.

Speaker(s): Laura Layton, Higher Logic

Supercharge Learner Engagement by Integrating Your LMS + Community

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

SRA International wanted to deliver a seamless user experience on an easy-to-navigate platform to help increase learning engagement among its members. SRAI was already utilizing Path LMS for its live and on-demand webinars and course, but by integrating its Higher Logic community with the pre-existing LMS, they were able to increase engagement, interaction, education history, and discussion.

In this session you'll learn:

- Best practices for integrating your LMS with your online community
- How to utilize badges + gamification to kick your engagement up a notch
- What's beyond the LMS + community integration: your organization's digital ecosystem

Speaker(s): Dilyana Williams, Society of Research Administrators International | Jim Mitchell, Society of Research Administrators International

Turn Your Community Into a Content Gold Mine By Sourcing Member-Generated Content

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

This session will focus on using data and engagement within your community to develop content, stories, and marketing for your organization. This will be a hands-on session teaching you to utilize the community discussion board content, so you can generate valuable stories and insights on current initiatives impacting your organization and members.

Speaker(s): Ken Root, Association for Advancing Physician and Provider Recruitment (AAPPR)

Untangling Topic-Based Communities

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

At the Alumni Association of the University of Michigan, we launched our open forum with a topic-based community. While we've had many successes, they came with challenges and valuable lessons learned. We took time to develop an optimized strategy for the next phase of our community's growth (and you can, too).

Speaker(s): Bilal Muta, Alumni Association of University of Michigan

Using UX Best Practices To Design Killer Websites

Product: Online Communities

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Advanced

Is Customization Required? Yes

Have you ever wondered where certain items should live on your website? Or what the ideal names for navigation buttons are? What about why users click certain items, how they typically read online, or which website combination colors work best? In this session, we'll explore the answers to these questions and more best practices to help you design effective websites.

Speaker(s): Laura Schjeldahl, Dynamic Communities | Crystal Aakre, Dynamic Communities

Add Value by Using Machine Learning to Better Understand Your Community

Product: Online Communities

Track: Data & Analytics

Session Type: Presentation

Knowledge Level: Advanced

Is Customization Required? No

Modern-day Machine Learning and Deep Learning tools, such as Natural Language Processing and Deep Neural Networks, can help us better understand how our members interact with each other, including what they're talking about and how they perceive the value our organizations provide to them. Join this geeky session to find out how these technologies are changing our understanding of human interactions. (No scientific background required!)

Speaker(s): Mikhail Opletayev, Higher Logic

HUG MVPs Share Their Favorite Reports

Product: Online Communities

Track: Data & Analytics

Session Type: Roundtable Discussion

Knowledge Level: Intermediate

Is Customization Required? Yes

We will discuss our favorite reports (and how they can complement your organizational goals), including some you might not even know exist! Come prepared to tell us which report is your favorite and why. If you don't have one, expect to leave the session with a few new reports you can use once you're back in the office. This will be a roundtable discussion facilitated by Higher Logic MVPs. This will be for intermediate level but all other levels are welcomed.

Speaker(s): Maral Balayan, American College of Obstetricians and Gynecologists | Simon Helton, International Society for Technology in Education (ISTE) | Catherine Hackney, Confident Communities Consulting, LLC | Ariel Brandt Lautman, Association of State and Territorial Health Officials (ASTHO)

The Uniquely Important Role of Community Data in Data Analytics for Associations

Product: Online Communities

Track: Data & Analytics

Session Type: Roundtable Discussion

Knowledge Level: Basic

Is Customization Required? No

Associations today use a wider variety of member-oriented software tools (AMS, email marketing, events/meetings, LMS, etc.) than ever before and each of these contains useful member data.

No single source of data, however, is more helpful in understanding the ever-evolving interests of your ever-evolving constituencies than the data found in your Higher Logic community.

This session will discuss the concept of Blended Data (pulling together data from all relevant sources) and the unique importance of community data in providing you the truest real-time understanding of your members and their evolving interest clusters.

“Blended Data” is a vital concept for associations in 2020 and this session will define it and provide examples of how associations are extracting meaningful insights from pooled data. Panelists will describe their own experiences and the resulting business impact in areas such as membership retention and growth, event attendance, fundraising, certification, and more.

This presentation details the experiences of Higher Logic customer 340B Health, an association at the forefront of association data innovation, with supplemental context provided in the results of a study of 50 associations chronicling the most impactful insights that their online community and data analytics efforts uncovered in 2019.

Speaker(s): Shane Kelley, 340B Health | Rob Miller, 340B Health

Build an Indispensable Community Strategy With the Jobs to be Done Framework

Product: Online Communities

Track: Executive/C-Level: Strategic Leadership

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Is your community a “nice to have” or a “need to have”? If your online community went away tomorrow, would your business survive? Learn how to apply the Jobs to be Done framework to uncover unmet organizational needs within your user community. Leave equipped to build a community strategy and roadmap that turns the “pain” into “gain.”

Speaker(s): Laura Coscarelli, Higher Logic

A Study in Gamification: 3 Different Ways You Can Use Games to Engage Members

Product: Online Communities

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

The research is undeniable—gamification increases participation and engagement across practically any digital platform. But how do you design a gamification strategy that will actually support your community's growth in the long run? In this session, we'll explore three different gamification strategies covering highlight three different community objectives, all with the goal of enticing community members to invest more than the bare minimum. We'll also break down when, how, and why you use each strategy, so you'll come out with a variety of playbooks ready for your unique community needs.

Speaker(s): Courtney Howell, Association of Certified Fraud Examiners

Design By Committee LIVE: How to Design, Test + Deploy Changes to Your Site

Product: Online Communities

Track: Product Capabilities, Technical & Design Guidance

Session Type: Demonstration

Knowledge Level: Intermediate

Is Customization Required? Yes

Come one, come all to this daredevil session full of wonder, CSS, and custom layouts. Phil Foss shares his high-flying in-browser design technique to redesign a microsite homepage LIVE before your eyes. Hecklers will provide art direction throughout the show.

Speaker(s): Phil Foss, HighStrap

Making Sense of Unstructured Community Data

Product: Online Communities

Track: Data & Analytics

Session Type: Demonstration

Knowledge Level: Basic

Is Customization Required? No

Communities create a wealth of unstructured data — things like discussions, searches, and other forms of text-based content. This data is incredibly valuable to understand what members care about, what they're saying, how they feel, and what motivates their participation in your community. This session will present a real case study on how ASAE analyzes its unstructured community data to understand trends and quickly respond in real-time. Instead of guessing at which topics are most relevant to your members, you can use insights from the community to understand what topics are most interesting to each segment of your community. We will explain how data analytics can elevate the member experience by allowing your organization to better personalize the content you put in front of members and how it will lead to increased marketing conversions and revenue. Join Association Analytics and ASAE to discover the innovative ways that businesses are using community engagement data to understand trends and to inform overall strategy and decision-making.

Speaker(s): Julie Sciallo, Association Analytics | Christin Berry, ASAE: The Center for Association Leadership

AMS + Online Community = Better Data Integrity, Operational Efficiency, and Member Engagement

Product: Online Communities

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? No

Associations have long valued the role played by communities in providing their members with a place to share ideas and learn from their peers. Similarly, when it comes to managing and monitoring the overall health of their business, they've come to realize the important role played by their Association Management Software. Separately, 2 impactful applications, but together, potentially a great deal more.

In this informative session, hear how The Association of College and University Housing Officers – International (ACUHO-I) combined the power of their online community and AMS to improve the integrity of member data, build a more comprehensive history of their volunteer's involvement with the association and how the two systems are used to help volunteers more effectively accomplish their work for ACUHO-I.

Speaker(s): Shaun O'Reilly, MemberSuite | Shaun Holloway, MemberSuite

Estudio de caso: Creando un micrositio en Español (Case Study: Creating a Spanish-language Microsite)

Product: Online Communities

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

The world is increasingly global - as are our communities! When our company acquired a Spanish language user group, we were given the task of creating a Spanish-language web experience and integrating their community with our current Higher Logic platform-driven site. Launched in March 2019, www.d365ug.com/es is a Spanish-language HL microsite with a Spanish Open Forum, local Spanish chapter communities, and a Spanish resource library community. This session will cover how we created a Spanish language microsite from concept to execution, how it works with our current English language site, and explore lessons we learned along the way.

Speaker(s): Marghet Hager, Dynamic Communities | Michelle Lowry, Dynamic Communities

Leverage Curated Content to Retain Younger Members

Product: Online Communities

Track: Success Stories: Customer Case Studies

Session Type: Demonstration

Knowledge Level: Basic

Is Customization Required? No

Does your organization struggle with retaining younger members? Find out how to curate relevant content for this audience to infiltrate and empower their social networks. Engagement starts with community. Explore how to create a "younger member portal" through Higher Logic functionality.

Speaker(s): Tirza Austin, American Society of Civil Engineers

Using Online Communities to Increase Committee + Board Volunteer Collaboration

Product: Online Communities

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Does your association struggle to keep your committee members engaged and on task? Utilizing its online community, PPAI has identified ways to increase collaboration among committee members and keep the committee work flowing between meetings, which has led to increased volunteer satisfaction and more productive committees/boards. Learn some of the tips and tricks we have developed and identify ways you can incorporate your online community in committee/board collaboration.

Speaker(s): Melissa Weber, PPAI

How the Veterinary Hospital Managers Association Empowers Members to Make Data-Driven Buying Decisions

Product: Online Communities

Track: Success Stories: Customer Case Studies

Session Type: Presentation

Knowledge Level: Advanced

Is Customization Required? Yes

If you look closely at your online community discussions, you'll likely see patterns in the conversations. One that we noticed at VHMA was requests for recommendations on products and services purchased at work. On any given week, recommendation requests and responses could comprise up to 25% of all posts. We also noticed that the same questions were asked over and over, cluttering our community with repetitive noise. As an early adopter of new technologies, when Higher Logic introduced a Trip Advisor style reviews module, we were intrigued. Attend this session to learn why we chose to encourage product and service recommendations in a dedicated reviews portal, and hear about our early returns from our go-live in 2019.

Speaker(s): Benjamin Martin, The Review Society | Christine Shupe, Veterinary Hospital Managers Association | Teri Carden, 100Reviews

Sessions | Other Software Platforms



2019 Mobile Benchmark Report: How Does Your App Stack Up?

Product: Other

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

If you currently use a mobile event or engagement app or are considering investing in one, this session will help you understand how your app stacks up. Data from Results Directs Mobile's 2019 Mobile Benchmark Report of over 200 event and engagement app customers and nearly 2,000 events will be shared.

Speaker(s): Michael Jones, Results Direct

Automation Rules for Mentor Match

Product: Other

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? Yes

Participants will learn how to use automation rules to make their Mentor Match program effective and efficient. The session will address using automation rules to follow up on pending mentor requests, welcome new participants, check in with mentors and mentees 90 days after being matched, and send monthly newsletters to matched mentors and mentees as well as unmatched mentors and mentees. Using the American Health Lawyers Association's Mentoring Program as an example, the session will also address best practices for advertising mentoring programs, tracking data, removing nonmembers, and annual check-ins with matched mentors and mentees.

Speaker(s): Aliza Epstein, American Health Lawyers Association

How to Implement + Market a Community Mobile App

Product: Other

Track: Best Practices & Strategies

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? Yes

With the advent of responsive web design, there is a school of thought that says the need for apps is decreasing. In this session, we will host a discussion exploring some best practices for implementing and marketing a community mobile app, as well as present an app marketing plan. For the cynics in your organization who say “but what’s the ROI?” we’ll go over that, too.

Speaker(s): Susan Willner, American Society of Nephrology

Defragging your Member Data

Product: Other

Track: Data & Analytics

Session Type: Presentation

Knowledge Level: Intermediate

Is Customization Required? No

The association community has become prey to relying on disconnected point solutions to manage membership databases, engagement, events, learning systems, and revenue streams. Connect members to your technology and increase awareness of the important member information you may be losing through fragmented technology and isolated, dark data. This way, you can focus on what really matters – your mission and your members.

Speaker(s): Erica Wisor, Community Brands | Blakely Echeverry, Community Brands

Driving Membership Through Google Analytics

Product: Other

Track: Data & Analytics

Session Type: Presentation

Knowledge Level: Basic

Is Customization Required? No

Do you know how to leverage Google Analytics to better understand and engage your members? This interactive session will provide tips on how to use Google Analytics to measure success, improve the user experience, and increase conversions (across devices and through email campaigns, online communities, and websites).

Speaker(s): Dan Scheeler, Results Direct

