



Spark Idea Series

Sometimes, all it takes is a Spark to ignite a great idea.

Welcome to Spark, an idea forum for forward-thinking professionals. Let by industry-leading authors, consultants, speakers, CEOs and thought leaders, these sessions are designed to promote lively discussion and generate new ideas! Join any or all of these free events and bring your questions, ideas, and a pad of paper.

For a more relaxed, collaborative atmosphere, sessions are limited to 20 people.

Marketing and Monetizing Your Educational Conference Materials



May 19, 2010 at 2:00 PM EDT
CAE credit: 1

Presented by Michelle Wyatt, founder, CadmiumCD. For many meeting professionals, the beginning of the educational process starts immediately after a conference ends and is often a year in advance of the actual event. The potential and value of the materials created and collected from the current year's conference is often overlooked which is a huge disadvantage in today's electronic, content driven society.

One of the basic foundations of understanding how the content can be used is understanding the content format and how that impacts the audience trying to access and use it while protecting its copyright. The second issue is how to collect revenue from this content once it's created and formatted correctly.

The promise of creating non-due revenues from selling your conference content, such as audio recordings, may not be met if you are not marketing it properly. The "Four Ps of Marketing": product, promotion, price and placement, are equally important in driving these sales. Case studies highlighting effectively priced recordings, raising awareness of the product and repackaging for distribution to non-attendees are important aspects to consider before you embark on your campaign and will be discussed in this session.

In this session you will learn:

- Marketing techniques and suggestions to increase the revenue gained from selling the audio proceedings at your conference
- How different digital delivery methods and formats can affect your ability to add and protect content as well as how it is used and distributed
- Tools that are available to effectively collect and share speaker data with internal and external partners

Michelle Wyatt is a Partner at CadmiumCD, which she co-founded in 2000. Originally focused on replacing the "binder" at conferences, CadmiumCD has evolved to create numerous different technical tools and programs to manage the complete educational materials process. Michelle has a MBA from the University of Maryland with a focus on Technical Marketing as well as an Engineering undergraduate degree from the University of Delaware. In her free time, she is active with Cub Scouts, where she currently serves as Archery Director for the local day camp.

Strategies to Maximize, Market, and Monetize Your Educational Content

May 20, 2010 at 2:00 PM EDT

CAE credit: 1



Presented by Rich Finstein, President, CommPartners. Associations are creating and sharing an increasing volume of online education. This presents a challenge of determining priorities and establishing best practices for sharing knowledge with your community.

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In this session we will:

- Review strategies for creating a community centered around knowledge
- Discuss presentation and creation strategies for real time and on demand online education
- Provide tips and strategies for presenting, capturing and sharing educational content

Rich Finstein is an online e-learning specialist and co-founder of CommPartners, LLC, a Columbia, Maryland-based technology firm founded in 1994.

He has 25-plus years of consulting and serving as a guest speaker at many organization educational sessions, as well as devising technology solutions for organizations and nonprofits.

In 1998, he co-developed the Technology Partner Program with the American Society of Association Executives. Rich received his Bachelors degree from the University of Maryland. He resides in Columbia, Maryland, with his wife and two children.



90 Days to a High-Performance Team!

May 26, 2010 at 2:00 PM EDT

CAE credit: 1

Come laugh, listen and learn as Chris DeVany walks us through 10 steps you can follow over the next 90 days which will help your team's performance improve and therefore, improve your working environment.

As long as you've been living and working, you've been a team member (families and work teams); as long as you've been a team member, you've been doing whatever you can, no matter where you "reside", to help continuing to improve your work environment and therefore, your team's performance. If you've been managing along the way, you understand even better what we're talking about!

Come laugh, listen and learn as Chris DeVany, who has managed teams in 6 different organizations and consulted to managers about teams in over 500 different organizations, walks us through 10 steps we can follow over the next 90 days which will help your team's performance improve and therefore, improve your working environment.

In 90 days or less, you will:

- Organize your team into one strong, cohesive, high-functioning unit.
- Streamline processes to reduce redundant work, save money, and ensure that everyone understands their roles.
- Deal with troublemakers, underperformers, department rivals, bosses from hell, and other personality types.
- Improve your team's morale and motivation-and watch productivity soar!

Chris DeVany is founder and president of Pinnacle Performance Improvement Worldwide, a firm which focuses on management and organization development.

He has served on the Boards of 5 different associations, facilitated strategic planning, Board Retreats and team-building in over 100 different associations.

His McGraw Hill book, "90 Days to a High-Performance Team", has helped thousands of managers worldwide improve their team's performance.

New Methods, New Passion: Use the Right Type of Content for Your Message and Goal

June 2, 2010 at 2:00 PM EDT

CAE credit: 1



Presented by Clark Aldrich. The number of new methodologies for communicating with, recruiting, and developing members is exploding. Channels are emerging ranging from Facebook to Serious Games. But each has a predictable and different effect on your audience.

The number of new methodologies for communicating with, recruiting, and developing members is exploding. Channels are emerging ranging from Facebook to serious games. But each has a predictable and different effect on your audience. Some are optimized for raising awareness, some drive commitment, others passion. This presentation will review what tools are available, and when and why to use each. Participants in this session will get an overview of many different methods available for communicating with members. Then he will focus on serious games as one technique, and discuss the process of building these out to be effective and engaging.

In this session, you will learn:

- Different types of communication available today, and how their roles interact.
- How to identify needs and best practices for each.
- How and when to think about serious games
- How to understand the development process to better manage the serious games development process
- What are examples of serious games?

Clark Aldrich is a globally recognized education and software interface expert, called a guru by Fortune Magazine. He works with corporate, military, government, and academic clients at both the board level and as a hands-on implementer.

His projects have been patent winning and earned millions globally. He is the author of four books and scores of articles, has created dozens of interactive simulations, is the recipient of countless industry awards, founded Gartner's eLearning coverage, and has a degree in Cognitive Science from Brown University.

His office is in Madison, Connecticut.

Improve Your Program with Subject Matter Expert Collaboration



June 9, 2010 at 2:00 PM EDT

CAE credit: 1

Presented by Jon Aleckson, CEO of Web Courseworks. Improving collaboration with Association's Experts will result in a higher quality end product. Whether hired or internal, subject matter experts (SME) often need technology education to understand the capabilities of new Internet-delivered products.

Improving collaboration with association's experts will result in a higher quality end product. Whether hired or internal, subject matter experts (SME) often need technology education to understand the capabilities of new Internet-delivered products.

When SMEs and development team members share expertise, the overall interactivity level of the end product increases and stakeholder perception of the overall quality of the finished e-Learning increases.

It is crucial in the product development process that effective leadership guides the expertise-sharing process and establishes a culture of collaboration early. Participants in this session will learn the importance of explicit direction and leadership to guide collaboration between experts and development staff. You'll get an academic grounding, as well as concrete, real-world tips for how to enhance the collaboration process and create mutual respect between staff and experts.

You'll get tactical techniques to enhance product development by creating a "rule-book" for development staff to work with experts, and you'll learn what works and what doesn't work when instituting a SME collaboration policy.

In this session, you will learn:

- The leadership techniques that enhance expertise sharing between subject matter experts and your development team.
- What a subject matter expert is (You are one too!)
- The challenges and benefits of expertise sharing
- A check list for enabling your product development team to collaborate with experts
- To personally reflect on both formal and informal team leadership

Jon Aleckson is a veteran entrepreneur of 26 years who owns and operates several eMedia development companies. His passion for interactive learning led to the creation of Web Courseworks in 2000. Jon is currently a Ph.D. candidate at the University of Wisconsin-Madison in the Educational Leadership & Policy Analysis Department and has taken multiple courses in their Games, Learning, and Society Department. He is a frequent session speaker at numerous conferences, and has spoken on topics such as project managing eCourse development, quality standards, using team web sites during development, and developing eCourses for low literacy populations.

Front End Program Analysis: "If You Build It, Will They Come?"

June 16, 2010 at 2:00 PM EDT

CAE credit: 1



Presented by Jean Marrapodi. As association leaders, we are tasked with creating programming that meets the needs of our members. What if we built a conference, and no one came?

As association leaders, we are tasked with creating programming that meets the needs of our members. What if we built a conference, and no one came? Matching programs with felt needs is a critical component. We need to create education that fills the gaps between what is and what needs to be.

In this webinar we will learn assessment techniques that tease out and identify member needs to help you precisely target them and build programming that meets their goals and yours.

In this session, participants will learn about:

- Methods to identify gaps between existing and desired behaviors of members
- Survey tools for audience analysis
- System analysis tools to pinpoint root causes of issues

Jean Marrapodi has more than a decade of experience in the e-Learning field where she has worked in the financial, retail, and healthcare arenas, and serves as a volunteer in the non-profit sector. She has a Master's Degree in Online Instructional Design and a PhD in Adult Education, both completed online at Capella University. She is a Certified Professional in Learning and Performance ... ASTD's highest credential. She is currently Chief Learning Architect at Applestar Productions in Providence, RI.



eLearning 2.0: Where Social Media and Formal eLearning Meet

June 23, 2010 at 2:00 PM EDT

CAE credit: 1

Presented by Jeff Cobb, Managing Director of Tagoras. Social networks, YouTube, wikis, blogs - these and a wide range of other social media technologies have moved from the cutting edge to the core of today's web landscape.

The benefits they offer for your online learning programs are significant, but making sense of the choices and implementing the new technologies in ways that truly enhance the learner experience can be a challenge. This session highlights some of the best social media tools for learning and explores how to incorporate them effectively into your online education strategy.

Jeff Cobb is founder and managing director of [Tagoras](#), a research and consulting firm that helps organizations reach more people and generate more revenue from web-based knowledge and learning programs. He writes and speaks frequently about the intersection of social media, education, and marketing and is author of the popular eBook, [Learning 2.0 for Associations](#).

Mobile Learning: Trends and Lessons on Implementation

June 30, 2010 at 2:00 PM EDT

CAE credit: 1



Presented by Judy Brown, Mobile Learning Strategic Analyst. How can associations address the opportunities for elearning and messaging using phones? What is happening in this space, and how do I get started?

Mobile learning has moved into the mainstream, with lots of activity happening. We are becoming a mobile society, and are connected everywhere and all the time. Participants will look at current and future mobile trends, implementation examples of mobile learning, and performance support using mobile devices.

You'll learn about the tools available and the lessons learned from early adopters. Mobile offers you the opportunity to meet your learners' needs everywhere and whenever they need learning or reinforcement.

In this session you will learn:

- The trends in mobile connectivity and usage
- About some current examples and lessons learned
- Trends for the future of mobile learning
- How to get started, and where to find a wealth of resources for additional information

[Judy Brown](#) retired in 2006 as the Emerging Technology Analyst in the Office of Learning and Information Technology at the University of Wisconsin System. In early 2000, she founded and was Executive Director at the UW System of the Academic ADL Co-Lab with the U.S. Department of Defense.

Judy has been involved in technology for learning for over 25 years, and with mobile learning since 1996. She now works entirely in the mobile learning area with government, corporations, and schools.

Currently back with the ADL, Judy works on the ADL Immersive Learning Technologies Team leading mobile learning, on the Army Education Advisory Committee, sits on the USDLA Advisory Board, and she coordinates the mlearnopedia.com and cc.mlearnopedia.com sites.