

Building B-Schools Symposium: Communications Agenda

Location: Rainmaker Ballroom B – Level 1

Monday, November 2

Registration/Information (Location: Rainmaker Foyer - Level 1)	3:30pm-6:00pm
Welcome Reception and Networking (Location: Courtyard Restaurant – Ground Floor)	5:00pm-6:00pm

Tuesday, November 3

Registration/Information (Location: Rainmaker Foyer - Level 1)	7:00am-5:00pm
Continental Breakfast and Networking (Location: Material Exhibition Room – Rainmaker Ballroom C)	7:00am-8:00am
Introductory Session: <ul style="list-style-type: none">- Who is in the room?<ul style="list-style-type: none">o <i>Prior to the event, participants will be sent a brief survey to share information such as school size, department budget, scope of work, and which topics are of the highest relevance to their position and institution. Attendees also will be asked to share bios and contact info, which will be included in symposium materials to facilitate networking beyond the event.</i>o Review of Symposium Curriculum	8:00am-8:30am

<p>Discussion Topics: Today's Economic Reality and the Effects on B-Schools Communications</p> <ul style="list-style-type: none"> - Managing Tight Budgets - <i>Small breakout session discussion with peer institutions</i> <ul style="list-style-type: none"> ▪ <i>Staff</i> ▪ <i>Marketing – Public Relations, Travel, Communications</i> ▪ <i>What can you do for FREE? Does it work?</i> 	<p>8:30am-9:30am</p>
<p>Discussion Topics:</p> <ul style="list-style-type: none"> - Communicating Goals and Strategies - <i>Small breakout session discussion with peer institutions</i> - Branding in 2010 and Beyond – <i>Open discussion</i> <ul style="list-style-type: none"> • <i>What is branding? How to brand and to whom?</i> <ol style="list-style-type: none"> I. <i>Old School branding</i> <ul style="list-style-type: none"> ▪ <i>What worked in the past?</i> II. <i>New School branding</i> <ul style="list-style-type: none"> ▪ <i>Advertising – Does it still work or is it useless?</i> ▪ <i>Mailings/Brochures – Can we discard all paper or do we still need it?</i> • <i>Events – How to create meaningful events</i> 	<p>9:30am-10:30am</p>
<p>Refreshment Break and Networking (Location: Material Exhibition Room – Rainmaker Ballroom C)</p>	<p>10:30am-11:00am</p>
<p><i>All in the Family: Fund-Raising and Communications</i></p> <p>In this session David Gibson will talk about some of the reasons for the historic tensions between development and communications and how to put them behind you—so you can better serve your constituents and advance the interests of your institutions.</p> <p>Speaker:</p> <p>David Gibson, Director of Communications for Development, Dartmouth College</p>	<p>11:00am-12:30pm</p>

Luncheon	12:30pm-1:30pm
<p><i>Using Social Media to Further Existing Strategic Goals On Your Campus</i></p> <p>Expanding on her blog post, “Do We Really Need a Social Media Strategy,” as well as her August 2008 research paper, “The Use of Social Media in Higher Education for Marketing and Communication: A Guide for Professionals in Higher Education,” Rachel Reuben will discuss building on existing strategies, using emerging trends, brainstorming new ideas, getting buy-in, ROI, and launching and maintaining online communities and a presence on many social media sites.</p> <p>Speaker: Rachel Reuben, director of Web communications and strategic projects, State University of New York at New Paltz</p>	1:30pm-3:00pm
<p>Refreshment Break and Networking</p> <p>(Location: Material Exhibition Room – Rainmaker Ballroom C)</p>	3:00pm-3:30pm
<p>Discussion Topics: Today’s Communications:</p> <ul style="list-style-type: none"> • Social Media - <i>Good examples</i> • <i>Metrics – Who uses it? Statistics and growth estimates</i> • <i>Measurement – How do we measure effective strategies?</i> • Maximizing your website – <i>Peer examples</i> • Reaching your audience – <i>Peer examples and trend discussion</i> 	3:30pm-5:00pm
<p>Informal Networking Dine-Around *</p> <p>There will be tables reserved at several local restaurants within a short distance to the hotel. Restaurant details and sign-up sheets will be available at the conference registration desk.</p> <p><i>*(Cost of meal is the responsibility of the individual.)</i></p>	6:00pm-8:00pm

Wednesday, November 4

Registration/Information (Location: Rainmaker Foyer - <i>Level 1</i>)	7:00am-1:30pm
Continental Breakfast and Networking (Location: Material Exhibition Room)	7:00am-8:00am
Discussion Topics: Media <ul style="list-style-type: none">- Public Relations and Media Coverage<ul style="list-style-type: none">o What makes a successful pitcho Free Services and resources	8:00am-9:00am
Media Panel Discussion	9:00am-10:00am
Refreshment Break and Networking (Location: Material Exhibition Room – Rainmaker Ballroom C)	10:00am-10:30am
Discussion Topics: Media <ul style="list-style-type: none">- Public Relations and Media Coverage – <i>Peer examples and group discussion</i>	10:30am-11:30am
Discussion Topics: Building your Strategy <ul style="list-style-type: none">- Alumni Communications- Attracting Students- Internal Communications	11:30am-12:10pm
Wrap-up and Overview	12:10pm-12:30pm
Luncheon and Networking	12:30pm-1:30pm