

Development Dialogues

Helping your development team improve their knowledge and skills

Social Media: Connecting with your Donors and Prospects

Online Webinar with

Presenter: Genevieve Haines
Director, Integrated Communications at UCLA

When: Thursday, February 25, 2010

Where: Attend online without leaving your office

Time: 1:30 pm EST/ 12:30 pm CST/ 10:30 am PST

Length: Approximately 1 hour

Cost: \$199 per connection

Webinar Description

First it was MySpace, then Facebook, then Twitter. What's next? Forget racing to keep up with the next big thing – learn the fundamentals of social media so you'll feel comfortable no matter what the medium. By looking at university research, trend forecasts and case studies, get a big picture perspective on how social media is changing the way audiences are getting information and making decisions. Take away practical, no-nonsense tips on building a social media strategy that delivers a better understanding of customers, new ideas, greater engagement and efficiency, and credibility in a crisis.

What you will learn

- How to stop worrying and learn to love social media
- The surprising ways social media is changing what audiences expect from organizations
- Ten tips to developing a solid social media strategy – while avoiding the pitfalls
- Real-life case studies

Who Should Attend

- Development Communications Officers
- Chief Development Officers Seeking to Improve Fundraising Results
- Annual Giving Officers
- Development Services staff

About the speaker

Genevieve Haines, director of integrated communications at UCLA, is a marketing and public relations professional specializing in high-profile campaigns for large organizations. In two years, Genevieve built the University's social networking presence from non-existent into a nationally recognized leader. High points include YouTube's selection of UCLA's channel as a beta-test site and case study, recognition in *The Wall Street Journal*, and creation of Facebook pages for the University and its Chancellor.

Prior to joining UCLA, Genevieve spent a decade at a Los Angeles public relations firm handling public and private sector accounts including the State of California and Kellogg's. Her professional Internet experience began in 1994 when she served as a White House intern in Presidential email. Genevieve was guest faculty at the 2009 Big Ten Fund Raisers Institute, presenting on social media.

What You Will Need to Participate:

The event is live and interactive with opportunities to ask the presenter(s) your questions. The audio is delivered directly to you over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your location. For large groups, use a speakerphone to deliver the audio and a projection system to deliver the web component.

Payment Information:

Registration fee is \$199 per connection. Attendees may register online at www.developmentdialogues.com. Credit cards are accepted for payment: Visa, MasterCard, American Express, and Discover. Invoicing can be arranged, but payment must be received before the date of the webinar.

Refund Information:

Refunds will not be issued. It is your responsibility to meet at the appointed time for the session.