



2018 NDPC Spring Conference

APRIL 27, 2018

Schedule of Events

Friday, April 27, 2018

- 8:30 a.m. Registration opens
- 9 a.m. Annual meeting
- 9:45 a.m. Break (Registration closes)
- 10 a.m. **Keynote address:** Social Media Engagement: Myths, Musts and a Method to the Madness! (Corey Perlman)
- 11:30 a.m. Break
- 11:45 a.m. Lunch
- 12:15 p.m. Luncheon speaker: Andrew Jason, Spotlight Media
- 1 p.m. NDPC College Communications Contest Awards
- 1:30 p.m. Break
- 1:45 p.m. **Breakout sessions 1**
How to Effectively and Efficiently Create Compelling Content with Corey Perlman
Employees + Social Media: An Equation to Share Your Culture and Amplify Your Most Important Messages with Kirsten Jensen
- 2:30 p.m. Break
- 2:45 p.m. **Breakout sessions 2**
How to Create Comprehensive Content That Outranks Your Competition with Ben Sailer
Creating Video Effectively and Easily with Shane Mercer and Brian Shawn
- 3:30 p.m. Conference ends
Final announcements

The conference will take place in the NDSU McGovern Alumni Center, 1241 N. University Drive, Fargo.

Registration

Early bird registration is \$125 for the full conference, and you can register online at <http://squ.re/2HkoXkC>. **Registration will increase to \$150 on March 30, so sign up today.** The rate for non-NDPC members is \$150.

For questions about registration, please contact NDPC Treasurer Ellen Crawford at ellen.crawford@ndsu.edu.

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Speaker Lineup

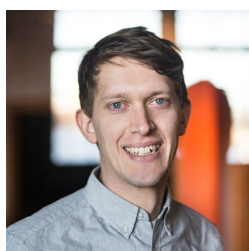


Social media & digital marketing expert **Corey Perlman** will present “Social Media Engagement: Myths, Musts and a Method to the Madness!” Social media sites such as Facebook, LinkedIn, Instagram and Twitter have created opportunities to reach prospects and customers like never before. But they are crowded spaces and businesses who simply ‘check the box’ on creating content will never see results. A strategy must be followed that includes building trust, credibility and thought-leadership before a sale can be made. Come hear how to narrow your audience to people who are interested in your message and how to create a relationship with them via social media.

Corey’s breakout session is titled “How to Effectively and Efficiently Create Compelling Content”. In this session, Corey will pull back the curtain and show you exactly how his social media team create value-rich content, creative imagery and strong call-to-actions. You’ll leave with tools and tricks on how to come up with engaging topics, create memes, infographics and videos from this content, and how to easily syndicate the content across multiple platforms.



Social media expert **Kirsten Jensen** will discuss social media/brand ambassadors and how they build organizational culture. Kirsten has worked at the intersection of technology and communication for nearly 20 years. She worked in digital marketing at Sanford Health for 13 years and she spent three years at Onsharp, consulting with clients in a wide variety of industries, from higher education and nonprofits to construction technology and manufacturing. As Founder and Digital Strategist at Next Action Digital, she works with leaders and organizations to share their brand story by empowering employees to connect, build relationships and share their experience in social media.



CoSchedule blog manager **Ben Sailer** will share how to create comprehensive content to become a thought leader in your industry. Ben is the Blog Manager at CoSchedule, a leading marketing calendar software solution. Prior to joining CoSchedule, he was a Writer at Sundog Interactive and a Web Content Writer at RealTruck.com. His specialties include content strategy and search engine optimization.

