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Lashway, Lisa

From: Lashway, Lisa
Sent: Wednesday, February 13, 2013 9:28 AM
To: Canning, Sean
Cc: Masser, Michelle
Subject: FW: Digital Downtown- the February NJDRMI Program

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Sent: Wednesday, February 13, 2013 8:46 AM
To: Lashway, Lisa
Subject: Digital Downtown- the February NJDRMI Program

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Digital Downtown- DRMI February Program

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Digital Downtown:
Tech Savvy Ways to Move People to Action on Main Street

February 20, 2013, 9:30 am - 4:00 pm
Eagle Theater, Hammonton, NJ

Featuring George Weiner of The Whole Whale

Use the ever-expanding set of social and new media technology tools to help your downtown organization get the people, talent and resources it needs to get everything done and done well, integrating technology into nonprofit/organizational culture.

The Whole Whale approach involves leveraging tech to use every available resource to maximize impact and reduce waste. Their system evaluates the people, process, and products used by nonprofits across IT, web communications, and networks to help them go from surviving to thriving.

[Click here to see George's article in the Huffington Post](#)

Agenda

8:45 a.m. - 9:00 a.m. - Registration

9:15 a.m. - 9:30 a.m. - Welcome & Remarks

9:30 a.m. - 11:30 a.m. - Pre-event Survey results explained.

Rules of the Day

Be Your Own Social Media Guru!

Digital Communication Strategy

- Fundamentals & Framework for Thinking

- Groundwork for Tactics

Updates on the Social Landscape

- Walk-through of Platforms: (YouTube, Facebook, Twitter, Pinterest, Instagram, LinkedIn)

- Case Studies + Q&A

11:30 a.m. - 12:30p.m. - Breakout Groups

12:30 p.m. - 01:30 p.m. - Lunch on your own in Downtown Hammonton

1:30 p.m. - 04:00 p.m. - Organizing on Main Street 2.0- Climbing the Engagement Ladder & Mobilizing Social Network

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