

OACAA and OCATO

present

Communications and Technology Conference

September 27, 2010

The Concourse Hotel and Conference Center
Columbus, Ohio

8 to 9 a.m.: Registration and Continental Breakfast, Stapleton Room

9 to 9:20 a.m.: Introduction and Announcements, Stapleton Room

Reading: “Poverty Is Real” by Ivy Williams, CAP-Dayton

9:30 to 11:30 a.m.: Concurrent “Super” Sessions

O’Hare Room: Writing for Understanding presented by Jackie Mueckenheim

LaGuardia Room: OCEAN Update for Technology Directors and Personnel presented by Seowa Gbala, Anne Kissh and Jay Kastigar from the OCEAN Team

11:30 to 1:30 p.m.: Lunch with Keynote, Stapleton Room

Keynote: Eric Schwartzman

Reconcilable Differences: Social Media Strategies that Work for both IT and PR

Drawing: Win a Video Marketing Package (includes a camera)

1:45 to 3 p.m.: Concurrent Breakout Sessions

O’Hare Room: Online Communications/E-Marketing Q&A with Eric Schwartzman

LaGuardia Room: Creating a Sustainable HELP Desk presented by Jackie Boehnlein and Adam Gill, Lorain County Community Action Agency

3:15 to 4:30: Concurrent Breakout Sessions

O’Hare Room: Marketing Outside the Box: Grassroots Outreach and Street Team Marketing presented by Tracy Taylor, IMPACT Community Action

LaGuardia Room: Technology Assessment and Planning presented by Jamie Ratcliff, GroundWorkgroup

4:30 to 5:30: Optional Sessions

O’Hare Room: Make an Appointment to have your communications evaluated! Experts in our network will look at your materials and answer your questions. Sign up for your 20-minute appointment at the registration table.

LaGuardia Room: Roundtable Discussion on Technology Issues: Stay late and talk to your colleagues about how they’re protecting their network, managing client data and more! (Facilitated by Mitch Gorsha, EOPA)