

National Marketing & Communications Meeting Agenda

Version: February 23, 2012

April 24-26, 2012 | Orlando, Florida | Disney's Coronado Springs Resort

Tuesday, April 24

TIME	TOPIC	DESCRIPTION
10:00 am – 1:00 pm	Registration	
1:00-2:30 pm	Welcome and Meeting Opening Special Olympics' Marketing and Communications: Now and Our Vision for the Future	SOI and SONA Leadership and Marketing and Communications Committee welcome guests We'll share the 2012 Special Olympics marketing plan, look ahead to what's next, and illustrate how our collective efforts are key to the global strategic plan's success.
2:30pm	Break	
2:45 – 4:30pm	SONA Unveiling of New Global Brand Alignment	For the past year, Special Olympics worked with stakeholders around the world to realign the Special Olympics brand and all its assets and sub-brands. From messaging to visual identity, this session will cover the new empowering guidelines and tools that will help us continue to build one of the best non-profit brands in the world. Session will also include discussion of Law Enforcement Torch Run branding. Presented Special Olympics Global VP of Brand and Communications, Kirsten Seckler.
4:30 pm	Adjourn for the day	
5:15 – 7:15 pm	Florida Beach Party!	Break out your flip-flops, shorts and island attire and join us on the beach at Coronado Springs for a Florida-style sunset beach party! Hors d'oeuvres, drinks and palm trees await. Meet your colleagues with your toes in the sand! *

Wednesday, April 25

TIME	TOPIC	DESCRIPTION
8:30 am	Breakfast *	
9:00 am	Learning from the Disney Brand	When it comes to masters of branding, few can rival the Walt Disney World Company. Dennis Wirzman, Managing Disney Entertainment Group Director, gives us a "magical" look behind the scenes, sharing the Disney approach to branding, and how it permeates every aspect of their business and culture. From storytelling, to global presence, to passion - you'll be surprised to hear just how much Special Olympics has in common with Disney and what we can learn from one of the world's greatest brands!

10:00 am	Break	
10:15 am	Social Media: The Future is Now...and Ahead.	Signed, sealed, delivered? Nope. Try "Posted, Tweeted, Gone Viral." Communicating and engaging online is the new way to do marketing and communications. Learn about the trends, measurement, hear what's working within the Special Olympics movement at the global and grassroots levels, and get a glimpse of the future of social media during this interactive discussion, moderated by Ryan Eades, Manager, Online Brand Communications, SOI. There will be plenty of opportunity for Q&A, so bring your social media questions!
11:45 pm	Lunch *	
1:00 pm	Roundtable Discussions: <ul style="list-style-type: none"> • Plunge(s) • Media: sponsorships and pitching • Crisis Communication • Unified Sports/Project Unify • Law Enforcement Torch Run 	One of the greatest resources in Special Olympics we have is...each other! This round table format session is your chance to listen, learn, and share with your colleagues your successes, challenges and ideas on these common Special Olympics topics and events. Topics facilitated by Program representatives.
2:30 pm	Break	
2:45 pm	SOI Initiatives and Projects and You	Ever wonder what SOI and SONA are doing while you are publicizing Games, LETR, Plunges and more? This session will cover the upcoming World and National Games, digital marketing, Project Unify, Unified Sports, Internal Communications and more. This is your chance to inquire about activities emanating from SOI that affect your program: ask questions, provide feedback and learn how you can use these opportunities to enhance your program. Presented by SOI Staff.
4:15 pm	Break	
4:30 pm	Marketing Marketing	Marketing and Communications (M&C) folks are great at telling other people's stories – but we're not always as good at telling our own story. Programs, fundraising, outreach...all hinge on marketing and communications support – so why are we rarely at the table when strategic decisions are being made? Drawing on his years of experience and examples from the Disney culture, Rilous Carter, VP, Catering and Convention Services and Park Event Operations, Walt Disney World Company, will help you better understand how to build the case for your own personal value as a professional, and how to better illustrate the value and impact of M&C within your organization.
5:30 pm	Adjourn for the day/ Dinner on your own	

Thursday, April 26

TIME	TOPIC	DESCRIPTION
8:30 am	And now a word from our sponsors...	The global strategic plan includes a pillar dedicated to connecting “fans and funds,” and our many national corporate partnerships help us do exactly that! Hear what cause related marketing and corporate partnership opportunities are coming in 2012 and how your engagement can generate fans and dollars for our athletes. Presented by Tracy DeVries, Director of Corporate Partnerships, SOI.
9:30 am	Break	
9:45 am	“Off the Wall” – Putting It All Together	This highly interactive session will help us synthesize what we’ve learned throughout the conference, chart our future, ask those lingering, burning questions, and best of all, leverage the talent and knowledge of everyone in the room! It’s a networking/brainstorming/idea/energy mash-up! Session facilitated by Mary Lavesque, Segment Group Support and Development Manager, Disney Destinations, and Sue Schank, Facilitation Manager/Content Specialist, Disney's Youth Education Series Programs.
11:30	What’s Next?	A look ahead, next steps, and a preview of something special in 2013. And we’ll have one last surprise for you at this session that you won’t want to miss!
12:00pm	Adjourn/Lunch on your own	

* Please note that all meals and special events are for registered attendees only. We kindly ask that you not bring non-registered guests.