



WORKSHOP SERIES INFORMATION

NCDDA's Statewide Summer 2009 Seminar Series

Statesville (July 15th) • Goldsboro (July 16th)

Statesville Civic Center

Goldsboro City Hall

“Developing The Self-Managed Web Presence For Downtown Organizations”

Registration opens at 8:30, Session runs from 9:00 to 12:00

\$20 Registration Fee, payable to NCDDA

Everyone has heard the gospel of having a sharp looking and up-to-date presence on the Web to keep communities abreast of all the changes going on in our downtowns. Whether we're promoting revitalization of historic buildings, merchant promotions, special community events and festivals, or working to raise funds and secure volunteers, we all need a great Web site that is accurate, useful and current.

The first generation of Web developments broke important ground for our field and helped us reach new audiences and markets. But as with everything technological, the game changes, and so much more is possible now—if we know how to set-up the site in ways that let us make changes, add new information, and activate special marketing techniques in a day-to-day basis.

Join NCDDA and Geof and Christine Wilson of Urban Driftwood for a look at how the new Web features and applications can be valued members of your toolbox for success in attracting new merchants, marketing properties, and promoting special events that are vital to your downtown organization. There's an appropriate way for every size of organization and town, from a top ten city to one of our quaint mountain or coastal hamlets.

Geoff and Christine Wilson will introduce us to the new generation of Web tools that are letting non-profits and municipalities build more sophisticated sites to quickly get out the message about new programs and events. We'll learn about social networking, how to cut costs for newsletters by using the Web, and how to link up the different tools that are available to be efficient users who can negotiate deals or plan an event in the morning and get out the word later in the day.



WORKSHOP SERIES AGENDA

Web 2.0: Heard the term? What does it mean?

- Technology difference
- Capabilities and features

Strategy:

- What are your goals?
- How will you reach them?

Content Management Systems

- Joomla, Drupal, Wordpress, etc.

Using Social Media

- Benefits/Risks of Facebook, MySpace, Twitter and others
- Setting a strategy and goals
- Maintaining common information across different platforms

Email and Electronic Newsletters

- New Media vs Old Media
- Design for the medium
- Tips and Techniques

Supporter Feedback

- Pros and Cons
- Methods for obtaining comments and suggestions
- How to respond

Numbers-Metrics-Statistics

- How will you measure success?
- Establishing a baseline
- Key metrics to monitor

Website Advertising for your Downtown Sponsors

- Using website statistics to gain sponsors
- Ways to promote sponsors



Partnerships - Advocacy - Revitalization

WORKSHOP SERIES REGISTRATION

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“Developing The Self-Managed Web Presence For Downtown Organizations”

Name

Title

-

Organization/Company

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Address

City/State/Zip

Phone

Fax

Email

-

Is this your first meeting? ___ Yes ___ No Special Needs

Registration Fees

Amount Enclosed: \$ _____

\$20 NCDDA Member

\$30 Non-Member

Membership application available on our website www.ncdda.org.

I plan on attending the following Seminar:

_____ Statesville (July 15th)

_____ Goldsboro

(July 16th)

Please return this form with your check payable to NCDDA and send to:

NCDDA - Central Office
Post Office Box 1795
Morehead City, North Carolina, 28557