

AGENDA-AT-A-GLANCE

OCTOBER 3-5

PALM DESERT, CA

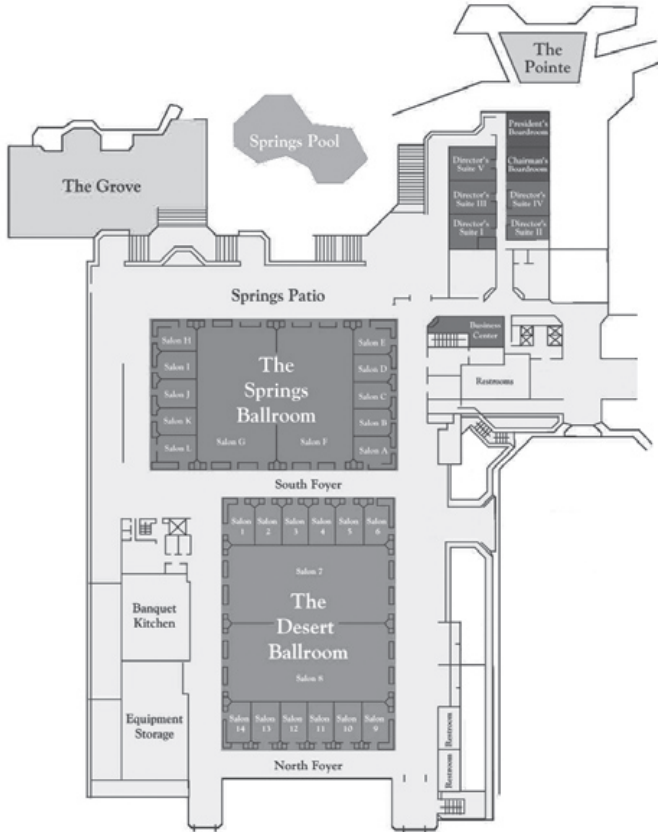
2007 PBS
DEVELOPMENT
Conference

Be more



PBS

Desert Springs J W Marriott



2007 PBS
DEVELOPMENT
Conference

WEDNESDAY, OCTOBER 3

Continental Breakfast with Exhibitors

7:30 – 8:15 AM SPRINGS BALLROOM

Newcomers' Breakfast

7:30 – 8:15 AM DESERT BALLROOM SALON 9

General Session

Welcome to the 2007 PBS Development Conference and Palm Desert

8:30 – 9:45 AM DESERT BALLROOM

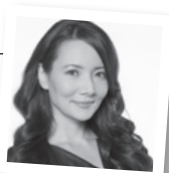
Networking Break

9:45 – 10:00 AM EXHIBIT HALL/SPRINGS BALLROOM

General Session

PBS Content Preview

10:00 AM – NOON DESERT BALLROOM



Wired Science host,
ZIYA TONG

Lunch on Your Own

NOON – 1:30 PM

Concurrent Sessions 1

1:30 – 2:45 PM

2007 PBS Local Corporate Support Best Practices Study

Desert Salons 9-11 Corporate Support, Research,
Station Management

The AAA Approach: Boards, Fundraising Expectations, and Accountability

Springs Salons C-E Major Gifts, Station Management, Volunteers

Integrating Web Strategies to Drive Strong Results

Springs Salons A-B Membership, New Media/Online

Member Retention: How to Shore up and Grow Your Membership File

Springs Salons H-J Membership, Pledge, Station Management

New Businesses, New Media, New Sponsorship Models: An Update from PBS Ventures

Springs Salons K-L Corporate Support, New Media/Online,
Station Management

Pledge: Spreading the News

Desert Salons 1-3 Membership, Pledge, Research,
Station Management

Turning Your Auction Upside Down

Desert Salon 6 Auction, New Media/Online,
Special Events, Volunteers

**A Variety of Engagement Opportunities:
In the Community and at Stations**

Desert Salons 4-5 Outreach

Networking Break

2:45 – 3:15 PM EXHIBIT HALL/SPRINGS BALLROOM

Concurrent Sessions 2

3:15 – 4:30 PM

Creative Online Acquisition Strategies

Springs Salons K-L New Media/Online

Kids' Special Events + Cultivation = Revenue

Springs Salons A-B Membership, Outreach, Special Events, Volunteers

Leveraging Promotion Plans as Sales Opportunities

Desert Salons 4-5 Corporate Support

Major Giving: Big Learnings from MGI

Springs Salons C-E Major Gifts, Station Management, Volunteers

Make It Happen with Volunteers!

Desert Salon6 Auction, Outreach, Special Events, Volunteers

Making *Be More* Do More for Your Station

Desert Salons 12-14 General Interest

Pledge: Spreading the News, Part Two ... Now What?

Desert Salons 1-3 Membership, Pledge, Station Management

Seven New Challenges in Direct Mail Fundraising

Springs Salons H-J Major Gifts, Membership

**What Kind of Viewers Give and What Kind of Givers
View? A Segmentation Perspective on Direct Mail,
On-Air, and Major Donors**

Desert Salons 9-11 Major Gifts, Membership, Pledge,
Station Management

Afternoon Break

4:30 – 5:00 PM

Awards Cocktail Reception

Sponsored by KCET Los Angeles

5:00 – 6:00 PM EXHIBIT HALL/SPRINGS BALLROOM

A Celebration of Our Development Award Winners

6:00 – 7:00 PM DESERT BALLROOM

Evening on Your Own

7:00 PM

THURSDAY, OCTOBER 4

Continental Breakfast with Exhibitors

7:30 – 8:15 AM

SPRINGS BALLROOM

Corporate Support Newcomers' Breakfast

National Underwriting Guidelines Review

7:30 – 8:15 AM

DESERT BALLROOM SALONS 4-5

General Session

Guy Garcia: “The New Mainstream:
How the Multicultural Consumer Is
Transforming American Business”
Keynote



8:30 – 10:15 AM

DESERT BALLROOM

Networking Break

Sponsored by Liam Lawton

10:15 – 10:45 AM

EXHIBIT HALL/SPRINGS BALLROOM

Concurrent Sessions 3: Super Sessions

10:45 AM – NOON

February 17, 2009: Your Station Will Make the Digital Transition. Will Your Members?

Desert Salons 9-11

General Interest

How to Create Customer Loyalty by Creating a Customer-Centered Organization

Springs Salons H-J

General Interest

PBS Interactive and Education in the Digital Age

Springs Salons C-E

General Interest

The Pledge Pipeline

Desert Salons 1-3

General Interest

Straight Talk from a Philanthropist: Darlene Shiley

Desert Salons 12-14

General Interest

Lunch

HOSTED BY CPB

NOON – 1:45 PM

DESERT BALLROOM

Concurrent Sessions 4

2:00 – 3:15 PM

Adding an Online Component: No Longer an “If”; It’s a “When”

Desert Salon 6

Auction, New Media/Online,
Special Events, Volunteers

Cultivating Ticket “Buyers”

Springs Salons A-B Membership, Pledge, Special Events,
Station Management

Deliberating Differently: How to Make Your Board Meetings More Effective, Engaging and Enjoyable!

Springs Salons H-J General Interest

Leveraging Social Media: New Communities, New Opportunities

Springs Salons C-E New Media/Online

Marketing Your Planned Giving Program

Desert Salons 4-5 Major Gifts, Station Management

Measuring up in the Digital Age

Desert Salons 12-14 Corporate Support, New Media/Online,
Research, Station Management

Planning the Work and Working the Plan

Springs Salons K-L Corporate Support, Major Gifts, Pledge

Progress & Potential: Update on the PBS Foundation’s Recent Activities and Future Plans for Building Local/National Partnerships

Desert Salons 9-11 General Interest

Why Do People Really Give to Their PBS Station?

Desert Salons 1-3 General Interest

Networking Break

Sponsored by Liam Lawton

3:15 – 3:45 PM

EXHIBIT HALL/SPRINGS BALLROOM

Concurrent Sessions 5: Hands-on Workshops

3:45 – 5:15 PM

All Hands on the Web: Online Revenue Workshop

Springs Salons H-J Corporate Support, Membership, New Media/Online

Brainstorming with Experienced Volunteer Coordinators

Desert Salon 6 Auction, Special Events, Volunteers

The Copy Clinic

Springs Salons A-B Major Gifts, Membership

Ethical Dilemmas and What to Do About Them

Desert Salons 4-5 Outreach, Station Management

Introducing the MGI Web Site Self-Directed Curriculum

Springs Salons C-E Major Gifts, Station Management

Let’s Talk! Pledge Academy Master Teachers

Desert Salons 9-11 Membership, Pledge, Station Management

Maximizing the Fundraising Potential of Your Board

Desert Salons 1-3 General Interest

The Public Awareness Initiative: Roles for the Development Professional

Desert Salons 12-14 Corporate Support, Major Gifts,
Membership, Station Management

Exhibitor Reception and Send-Off

5:15 – 6:15 PM

EXHIBIT HALL/SPRINGS BALLROOM

Evening on Your Own

6:15 PM

FRIDAY, OCTOBER 5

Continental Breakfast

7:30 – 8:30 AM

BALLROOM FOYER

General Session

PBS KIDS: The Next Generation – Year Two

8:30 – 9:15 AM

DESERT BALLROOM

Networking Break

9:15 – 9:30 AM

BALLROOM FOYER

Concurrent Sessions 6

9:30 – 10:45 AM

**2007 PBS Retained and New Member Studies:
Putting Them into Action**

Springs Salons K-L

General Interest

Customer Service: The Key to Your Station's Success

Springs Salons C-E

General Interest

Entrepreneurial Fundraising

Desert Salons 12-14

General Interest

Internet and Civic Life: Redefining How People Connect

Springs Salons A-B

New Media/Online, Outreach

Planned Giving: Taking It to the Next Level

Desert Salons 4-5

Major Gifts

**Pledge: Messaging/Generational Marketing/
Pledging the Core Schedule**

Desert Salons 1-3

Pledge, Station Management

The Portfolio, It Is a-Changin'!**Leveraging Your Assets in a Digital World**

Springs Salons H-J

Corporate Support, New Media/Online,
Station Management**Solicitation and Marketing Strategies for Today's
(Rapidly) Changing Auction**

Desert Salon 6

Auction, Special Events, Volunteers

**Using Events as Cultivation/
Stewardship Opportunities for Major Donors**

Desert Salons 9-11

Major Gifts, Special Events, Station Management

Networking Break

10:45 – 11:15 AM

BALLROOM FOYER

Concurrent Sessions 7

11:15 AM – 12:30 PM

Breaking Through with Agencies

Springs Salons H-J

Corporate Support, Research

**Developing a Successful Integrated
Membership Program**

Springs Salons A-B

Membership

Experimenting Outside the “In” Box:**Stories from the Digital Fundraising Frontier**

Springs Salons C-E

New Media/Online

Leveraging Diversity in Your Fundraising Efforts

Desert Salons 12-14

General Interest

Leveraging Early Childhood – Funding the Future:**Ready To Learn, Ready To Lead, and Beyond**

Desert Salon 6

General Interest

Making the Most of Elections 2008

Desert Salons 1-3

General Interest

Mega Gifts: Can My Station Really Attract the Big Ones?

Desert Salons 4-5

Major Gifts, Station Management

Pledge Break Critiques for All Market Sizes

Springs Salons K-L

Pledge, Station Management

Public Media 50+ Initiative

Desert Salons 9-11

General Interest

PBS Development Conference**Keynote Luncheon: Judy Woodruff**

Luncheon sponsored in part by Convio, Inc.

12:30 – 2:30 PM

DESERT BALLROOM

Badge or ticket must be presented.



Concurrent Sessions 8: Brown Bags

2:45 – 3:45 PM

Asking for a Major Gift: Let's Role Play

Springs Salon I Major Gifts, Station Management

Benchmarking for Corporate Support Managers

Springs Salon A Corporate Support, Research

**Creative Contracts: Great Ideas
for Local Corporate Support**

Springs Salon H Corporate Support

Cultivation Events: Lightning Round

Springs Salons K-L Special Events

Customer Service Information Exchange

Springs Salon E Customer Service, Membership

E-Mail Marketing and Online Fundraising Basics

Springs Salon D New Media/Online

Getting Active with Convio

Springs Salon J New Media/Online

I'm a Relationship Person!**What Do I Do with Prospect-Screening Data?**

Desert Salon 9 Corporate Support, Major Gifts,
Research, Station Management**Member Retention**

Springs Salon B Membership

PBS KIDS PLAY! Demo

Springs Salon C New Media/Online

PBS Mid-Level Giving Initiative Update

Desert Salon 1 Major Gifts, Membership,
Station Management**PBS National Sponsorship and
Cause Partnership Resources**

Desert Salon 2 Corporate Support, Station Management

Pledge in the Digital Age

Desert Salon 6 Membership, Pledge, Station Management

**Public Television Volunteer Web Sites and
Volunteer E-Newsletters**

Desert Salon 3 Volunteers

Underwriting Guidelines

Desert Salon 4 Corporate Support

Afternoon Break

3:45 – 5:30 PM

Pre-Banquet Reception

Sponsored by KVCR, San Bernardino

5:30 – 6:30 PM

Hosted beer, wine and sodas.
Cash bar for other libations.

BALLROOM FOYER



PBS Development Conference Banquet and Keynote: Tavis Smiley

6:30 – 8:30 PM

Badge or ticket must be presented.

DESERT BALLROOM


Dessert Reception

Sponsored by DMW Worldwide,
Entertainment by TJL Productions

8:30 – 10:30 PM

Badge or ticket must be presented.

SPRINGS BALLROOM



Wish building your
membership and revenue
was *this easy*?

Identify your best prospects and boost your station's fundraising results with solutions from Target Analysis Group and Blackbaud.

Proud sponsor of the 2007 PBS Development Conference
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Contact Amanda Gotschall at 404.627.0568 or
agotschall@targetanalysis.com to learn more.

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