

DIGITAL MEDIA STRATEGY AND ACTION PLANS FOR SUCCESS REGISTRATION FORM

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For additional information call Sarah Bartlebaugh at 412.244.3116 or email sbartlebaugh@wpsd.org

Attendee Name(s) :

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ANNOUNCING A ONE DAY WORKSHOP FOR MARKETING, DEVELOPMENT & INSTITUTIONAL ADVANCEMENT PROFESSIONALS AT THE WESTERN PENNSYLVANIA SCHOOL FOR THE DEAF

DIGITAL MEDIA STRATEGY AND ACTION PLANS FOR SUCCESS

FRIDAY, MAY 10, 2013

8:30 AM – 3:00 PM

Sponsored by the Coalition of Private Schools for Deaf Children and the Western Pennsylvania School for the Deaf

300 East Swissvale Avenue
Pittsburgh, PA 15218



WESTERN PENNSYLVANIA
SCHOOL FOR THE DEAF

DIGITAL MEDIA STRATEGY AND ACTION PLANS FOR SUCCESS

MORNING PRESENTATIONS: 8:30 - Noon

Strategy & Action Plans for Social Media Success

Organizations everywhere are using social media to “engage” their consumers. But are they doing it well? Are they reaching the right audience with the right messages? Michael Schmidt, director of digital media and philanthropy at Arnold Palmer Medical Center will discuss how digital communication strategy is shaped for their organization. He’ll also discuss content strategy and how to use various channels for content delivery. Michael will also share resources that will help you track and analyze your engagement levels across your digital channels.

Next Steps for Your Blog

So you’ve started a blog for your organization. Now what? Courtney Schmidt will discuss how Arnold Palmer Hospital for Children created the Illuminate blog, a children’s health blog for families. Learn about communication strategy and how blog can play a vital role in engaging your audience. We’ll also discuss how to manage a blog, how to properly identify your audience, how to make your vision a reality, how to get leadership to buy in, and how to use a blog to build a cohesive and engaged online community.

AFTERNOON:

BREAKOUT SESSIONS: 1:00 – 3:00

PRESENTERS:



Courtney Schmidt, PharmD

Medical Communications Editor – Arnold Palmer Hospital for Children

Courtney Schmidt, PharmD is a pharmacist and writer who has worked for Arnold Palmer Hospital for Children since 2008. She is the medical communications editor for Arnold Palmer Hospital and the Illuminate Blog. She attended the University of Florida as an undergraduate and received her doctorate in Pharmacy from that institution in 2006. Her career path has been defined by her love of children and a passionate desire to see all children cared for as if they were her own. She has lived and worked in Malawi, Africa and is committed to helping provide healthcare to impoverished children in the developing world. Her most important role, though, is mother to her little girl, Avery. Courtney lives with her family in Winter Park, FL.



Michael Schmidt

Director, Digital Media & Philanthropy - Arnold Palmer Medical Center

Michael Schmidt is the Director of Digital Media & Philanthropy for Arnold Palmer Medical Center, which is comprised of Arnold Palmer Hospital for Children and Winnie Palmer Hospital for Women & Babies. He is responsible for the digital communications strategy for both hospitals as well as the digital fundraising strategy for the Arnold Palmer Medical Center Foundation. Michael is a digital marketing professional with a focus on managing brand identity, digital marketing strategy, building engaged online communities and utilizing digital media for philanthropy. Michael has an MBA from the university of Florida.



REGISTRATION INFORMATION

Digital Marketing Workshop

FRIDAY, MAY 10
8:30 A.M.– 3:00 P.M.

**Deadline to Register is
MAY 6, 2013**

Please complete and return with payment to:

Digital Marketing Workshop
Western Pennsylvania School for the Deaf
300 East Swissvale Avenue
Pittsburgh, PA 15218

Or fax to 412-244-4251 or register online at: wpsd.org/special_events

COSTS:

CPSDC members	Free
CEASD members	\$50
All others	\$100

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