



#Empower2021

Wednesday, January 27, 2021

9:00 AM - 6:00 PM EST / 6:00 AM - 3:00 PM PST

#Empower2021 Agenda

Time	Session Title	Speaker	Leadership	IT	Fundraising	MKT/Comms
9:00 AM - 9:30 AM EST 6:00 AM - 6:30 AM PST	Digital Transformation for Nonprofits - with Stories!	Lockie Andrews	X			
	Automation: Give Employees the Gift of Time!	Keith Vivekananda		X		
	Nonprofit Marketing, Simplified - The Framework	Mihae Ahn				X
	Multi-channel fundraising tactics and strategies	Brady Josephson			X	
9:30 AM - 9:50 AM EST 6:30 AM - 6:50 AM PST	No Tech Talk Cybersecurity Tips for Executives – for both professional and personal life	Jaime McMahon	X			
	Round Table - Automation	Keith Vivekananda		X		
	SEO 101 for Non-profits	Aqsa Arshad				X
9:50 AM - 10:00 AM EST 6:50 AM - 7:00 AM PST	Break					
10:00 AM - 11:00 AM EST 7:00 AM - 8:00 AM PST	Keynote : Leading the SHIFT! Understanding & Shifting Mindset – Personally & Culturally	Ryan Walter	X	X	X	X
11:00 AM - 11:10 AM EST 8:00 AM - 8:10 AM PST	Break					
11:10 AM - 11:30 AM EST 8:10 AM - 8:30 AM PST	Round table- Cybersecurity for Executives	Jaime McMahon	X			
	Azure Migration Best Practices	Bill Kastner		X		
	Storytelling: The Key to Content Marketing	Stephanie Baskerville				X

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11:30 AM - 11:50 AM EST 8:30 AM - 8:50 AM PST	Chaos to Clarity: Reinventing your Life in turbulent times for greater clarity, joy and fulfilment	Laura Macdougall	X			
	Trust & Accountability	Tim Richardson			X	
	Video, the king of content marketing	Holly Bignell				X
	Round Table – Azure Datacenter Migration	Bill Kastner		X		
11:50 AM - 12:00 PM EST 8:50 AM - 9:00 AM PST	Break					
12:00 PM - 1:00 PM EST 9:00 AM - 10:00 AM PST	Keynote: Be Empowered To Change Your Organization's Growth Trajectory From Linear To Exponential	Justin Spelhaug	X	X	X	X
1:00 PM - 1:10PM EST 10:10 AM - 10:10 AM PST	Break					
1:10 PM - 1:30 PM EST 10:10 AM - 10:30 AM PST	Radial adoptability technology roadmap for Nonprofits	Eric Sugar	X			
	Inbox Protection 101: What You Need to Know!	Marc Mendez		X		
	Outreach that simply works	Joy Fajardo				X
1:30 PM - 1:50 PM EST 10:10 AM - 10:30 AM PST	Rolling out Teams, O365 or a new initiative, join us to learn how to build an effective yet simple communication plan for your launch.	Caroline Mikhail			X	
	Round table- Radial adoptability technology roadmap	Eric Sugar	X			
	Virtual event, the future of event marketing	Jessica Fuentes				X
	Round Table – Inbox Protection	Marc Mendez		X		

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1:50 PM - 2:00 PM EST 10:50 AM - 11:00 AM PST		Break				
2:00 PM - 3:00 PM EST 11:00 AM - 12:00 PM PST	Keynote: Creating culture of engagement	Andrea Garson	X	X	X	X
3:00 PM - 3:10 PM 12:00 PM - 12:10 PM PST		Break				
3:10 PM - 3:40 PM EST 12:10 PM - 12:40 PM PST	Closing the Promotability Gap: How Organizations Can Accelerate Gender Balanced Leadership	Jennifer Deane & Lisa Martin	X			
	Teams Voice & Collaboration Q&A: Class is in Session!	Tony Caporaletti		X		
	How to speed up your fundraising process with signNow	Scott Owen			X	
	Nonprofit Marketing, Simplified - The Framework	Mihae Ahn				X
3:40 PM - 4:00 PM EST 12:40 PM - 1:00 PM PST	Round table – Teams Voice & Collaboration	Tony Caporaletti		X		
	SEO 101 for Non-profits	Aqsa Arshad				X
4:00 PM - 4:10 PM EST 1:00 PM - 1:10 PM PST		Break				
4:10 PM - 4:40 PM EST 1:10 PM - 1:40 PM PST	Panel - Better ways to manage risks to focus your energy on your mission		X	X	X	X
	Azure Sentinel: Protect Your Nonprofit So You Can Sleep Easy!	George Abou-Samra		X		
	Storytelling: The Key to Content Marketing	Stephanie Baskerville				X
4:40 PM - 5:00 PM 1:40 PM - 2:00 PM PST	Video, the king of content marketing	HollyBignell				X
	Round Table – Azure Sentinel	George Abou-Samra		X		

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5:00 PM - 5:10 PM EST 2:00 PM - 2:10 PM PST		Break				
5:10 PM - 5:40 PM EST 2:10 PM - 2:40 PM PST	What Happens Next? Community Investment & Social Good in the Age of Covid-19	Bruce MacDonald	X			
	Enable a Secure, Remote Desktop Experience from Anywhere with WVD	Bill Kastner		X		
	Outreach that simply works	Joy Fajardo				X
5:40 PM - 6:00 PM EST 2:40 PM - 3:00 PM PST	Round Table - WVD	Bill Kastner		X		
	Virtual event, the future of event marketing	Jessica Fuentes				X

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<https://www.proserveit.com/virtual-conference-for-nonprofits-and-charities-empower-2021>

Questions? Feel free to contact us anytime at Cloud@ProServeIT.com