



#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.	<u>Lockie Andrews</u>	X			
	Automation: Give Employees the Gift of Time!	<u>Keith Vivekananda</u>		X		
	Multi-channel fundraising tactics and strategies	<u>Brady Josephson</u>			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	<u>Jaime McMahon</u>	X			
	Nonprofit Marketing, Simplified – The Marketing Framework	<u>Mihae Ahn</u>				X
	Efficient and Effective Task Management with Microsoft Teams!	<u>Karen Bradley</u>			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	<u>Ryan Walter</u>	X	X	X	X
11:00 AM - 11:10 AM EST 8:00 AM - 8:10 AM PST	Break					

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11:10 AM - 11:30 AM EST 8:10 AM - 8:30 AM PST	Azure Migration Best Practices	<u>Bill Kastner</u>		X		
	What a Nonprofit Donation Form Should Look Like in 2021	<u>Salvatore S. & Nic M.</u>			X	
	Storytelling: The Key to Content Marketing	<u>Stephanie Baskerville</u>				X
	Round Table: Remote Work (Space is limited to 20 People. Reserve Your Spot.)	No Speaker	X			
11:30 AM - 11:50 AM EST 8:30 AM - 8:50 AM PST	Building stakeholder trust and organizational resilience in 2021	<u>Tim Richardson</u>			X	
	Video, the king of content marketing	<u>Holly Bignell</u>				X
	Round Table: Azure Datacenter Migration (Space is limited to 20 People. Reserve Your Spot.)	No Speaker		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: Partnering for greater social impact	<u>Justin Spelhaug</u>	X	X	X	X
1:00 PM - 1:10PM EST 10:00 AM - 10:10 AM PST	Break					

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1:10 PM - 1:30 PM EST 10:10 AM - 10:30 AM PST	Radial adoptability technology roadmap for Nonprofits	<u>Eric Sugar</u>	X			
	Inbox Protection 101: What You Need to Know!	<u>George Abou-Samra</u>		X		
	Modernize donor and constituent engagement to increase mission impact.	<u>Kristin Fleek</u>			X	
	Virtual event, the future of event marketing	<u>Jessica Fuentes</u>				X
1:30 PM - 1:50 PM EST 10:30 AM - 10:50 AM PST	Building a Simple, Yet Effective Communication Plan for Launching a New Initiative	<u>Caroline Mikhail</u>		X		
	Outreach that simply works	<u>Joy Fajardo</u>				X
	Round table: Digital Transformation (Space is limited to 20 People. Reserve Your Spot.)	No Speaker	X			
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	<u>Andrea Garson</u>	X	X	X	X
3:00 PM - 3:10 PM 12:00 PM - 12:10 PM PST	Break					

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Time	Session Title	Speaker	Leadership	IT	Fundraising	MKT/Comms
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	<u>Jennifer D. & Lisa M.</u>	X			
	Teams Voice & Collaboration Q&A: Class is in Session!	<u>Tony Caporaletti</u>		X		
	How to speed up your fundraising process with signNow	<u>Scott Owen</u>			X	
	SEO 101 for nonprofits	<u>Aqsa Arshad</u>				X
	Are you ready to release the energy of stress, so you can feel confident and show up at your best?	<u>Kelsey Corey</u>	X	X	X	X
3:40 PM - 4:00 PM EST 12:40 PM - 1:00 PM PST	Become Your CEO's Trusted Advisor: Use Yammer + Aware to Guide Your Leadership to Transformation	<u>Betsy S. & Larry G.</u>	X			
	Microsoft Licensing Plans and Prices for Nonprofits	<u>Jessica Molzahn</u>		X		
	Round table: e-signature (Space is limited to 20 People. Reserve Your Spot.)	No Speaker	X		X	
	Round table: Microsoft Teams Voice (Space is limited to 20 People. Reserve Your Spot.)	No Speaker		X		
4:00 PM - 4:10 PM EST 1:00 PM - 1:10 PM PST						Break

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Time	Session Title	Speaker	Leadership	IT	Fundraising	MKT/Comms
4:10 PM - 4:40 PM EST 1:10 PM - 1:40 PM PST	Co-Constructing Resiliency in the Next Normal.	<u>John D. Damon</u>	X			
	Azure Sentinel: Protect Your Nonprofit So You Can Sleep Easy!	<u>George Abou-Samra</u>		X		
4:40 PM - 5:00 PM EST 1:40 PM - 2:00 PM PST	The Importance of Diversity, Inclusion, Equity and Access Principles	<u>Elizabeth P. & Michael B.</u>	X			
	Round Table: Azure Sentinel (Space is limited to 20 People. Reserve Your Spot.)	No Speaker		X		
	Round Table: Virtual Events (Space is limited to 20 People. Reserve Your spot.)	No Speaker				X

5:00 PM - 5:10 PM EST
2:00 PM - 2:10 PM PST

Break

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Time	Session Title	Speaker	Leadership	IT	Fundraising	MKT/Comms
5:10 PM - 5:40 PM EST 2:10 PM - 2:40 PM PST	How to lean into difficult conversations related to diversity and inclusion.	<u>Taheti Watson</u>	X			
	Enable a Secure, Remote Desktop Experience from Anywhere with WVD	<u>Bill Kastner</u>		X		
	Why Bitcoin is the Future of Fundraising	<u>Alex Wilson</u>			X	
5:40 PM - 6:00 PM EST 2:40 PM - 3:00 PM PST	What Happens Next? Community Investment & Social Good in the Age of Covid-19	<u>Bruce MacDonald</u>	X			
	Round Table: Windows Virtual Desktop (Space is limited to 20 People. Reserve Your Spot.)	No Speaker		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

