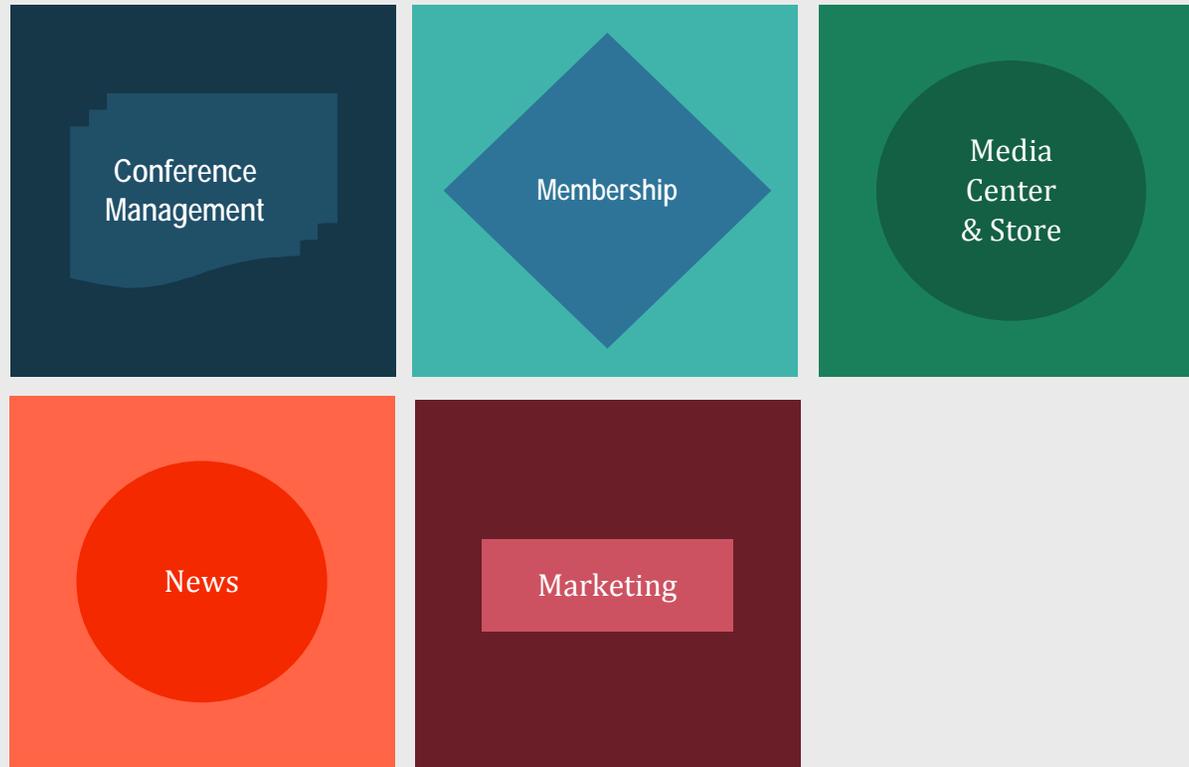


Organization Business Process Flows

Click a business process below to view suggested changes to functions that are critical to an organization's success.



CONFERENCE PROCESS

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Click on a Category below to view business processes



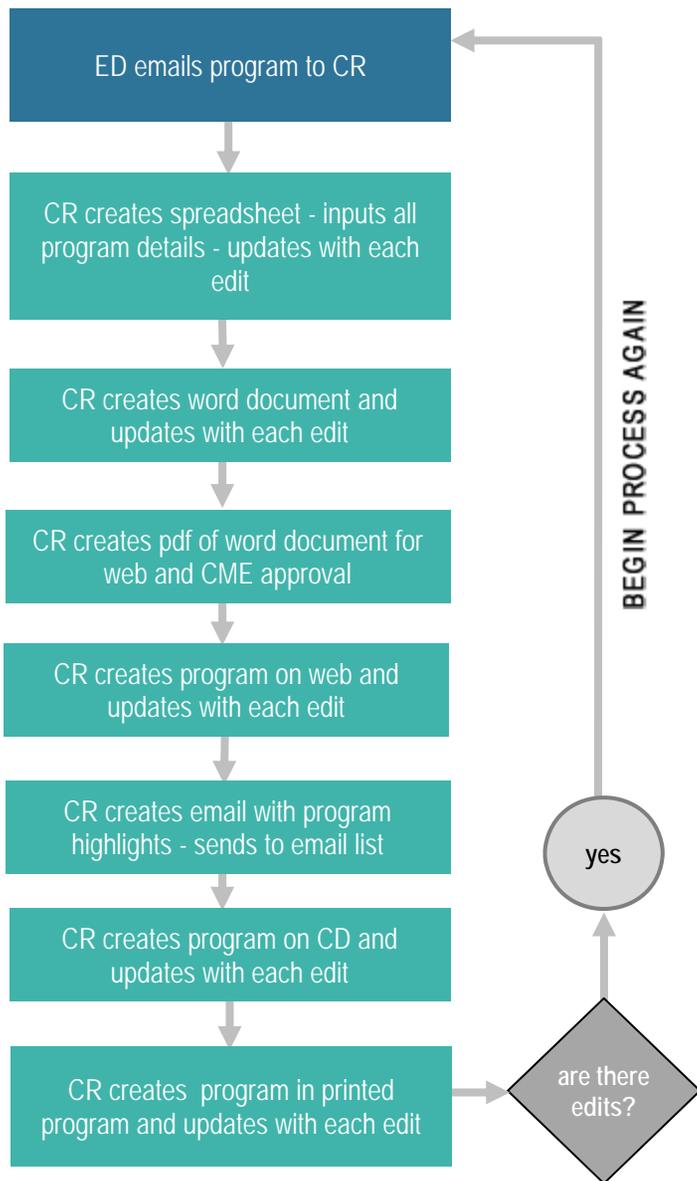
CONFERENCE PROCESS - PROGRAM MANAGEMENT

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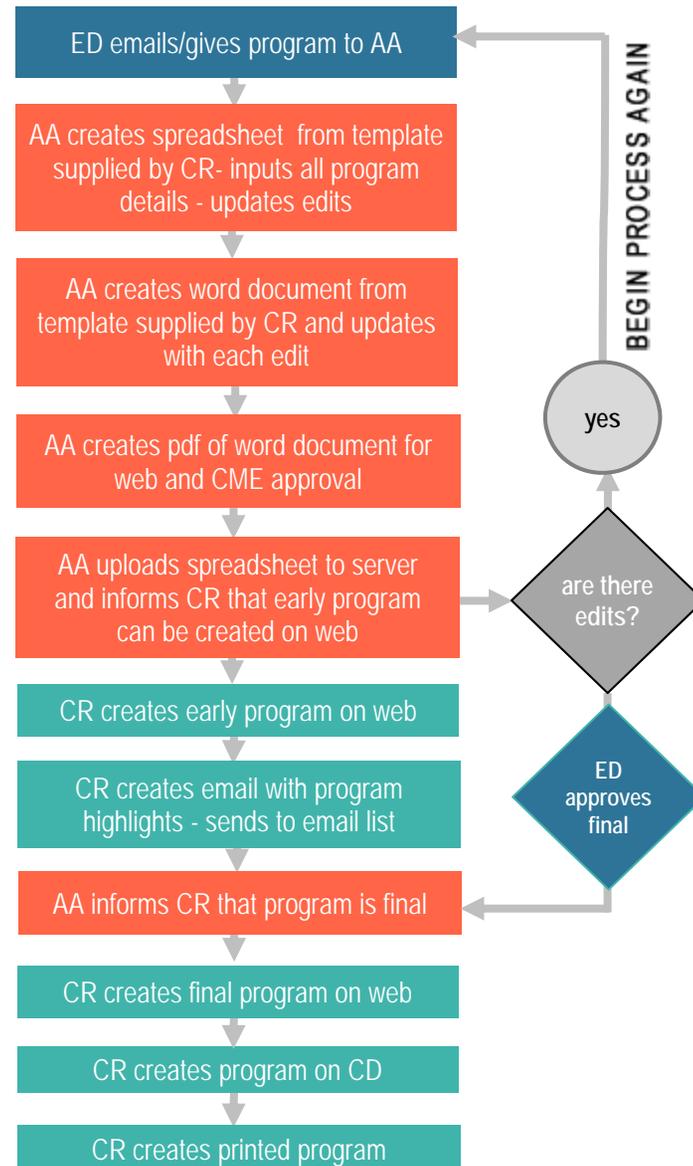
Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



Conference Program Edits
776 Emails

NEW PROCESS



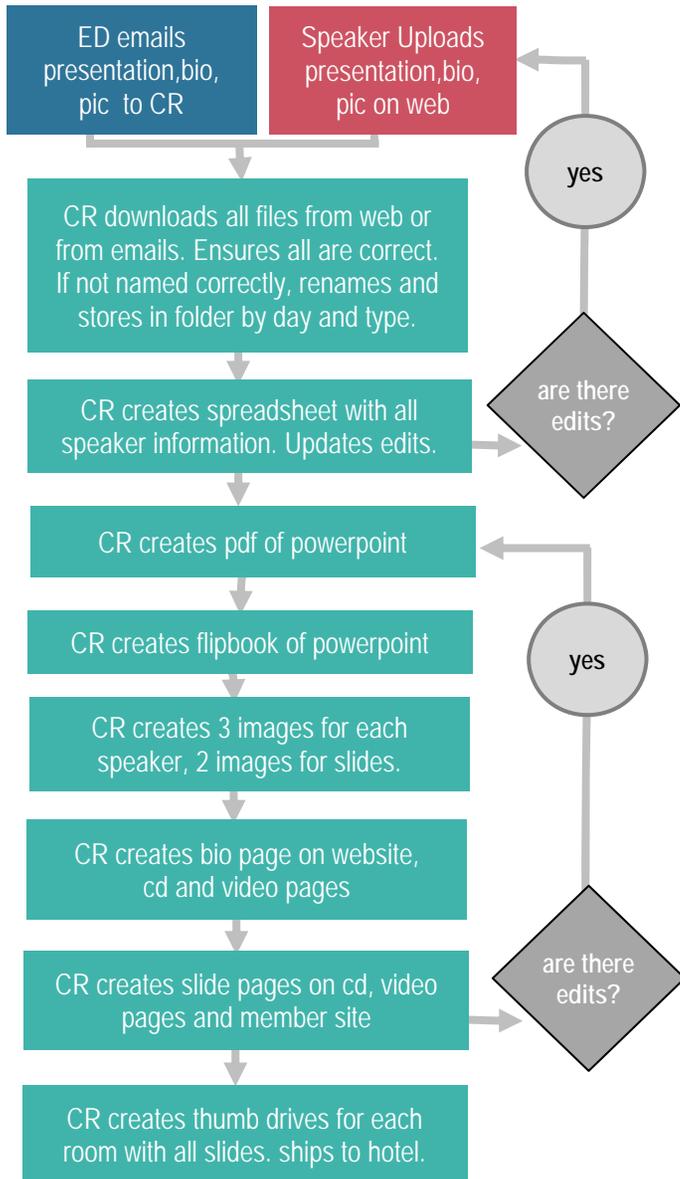
CONFERENCE PROCESS - SPEAKER MANAGEMENT

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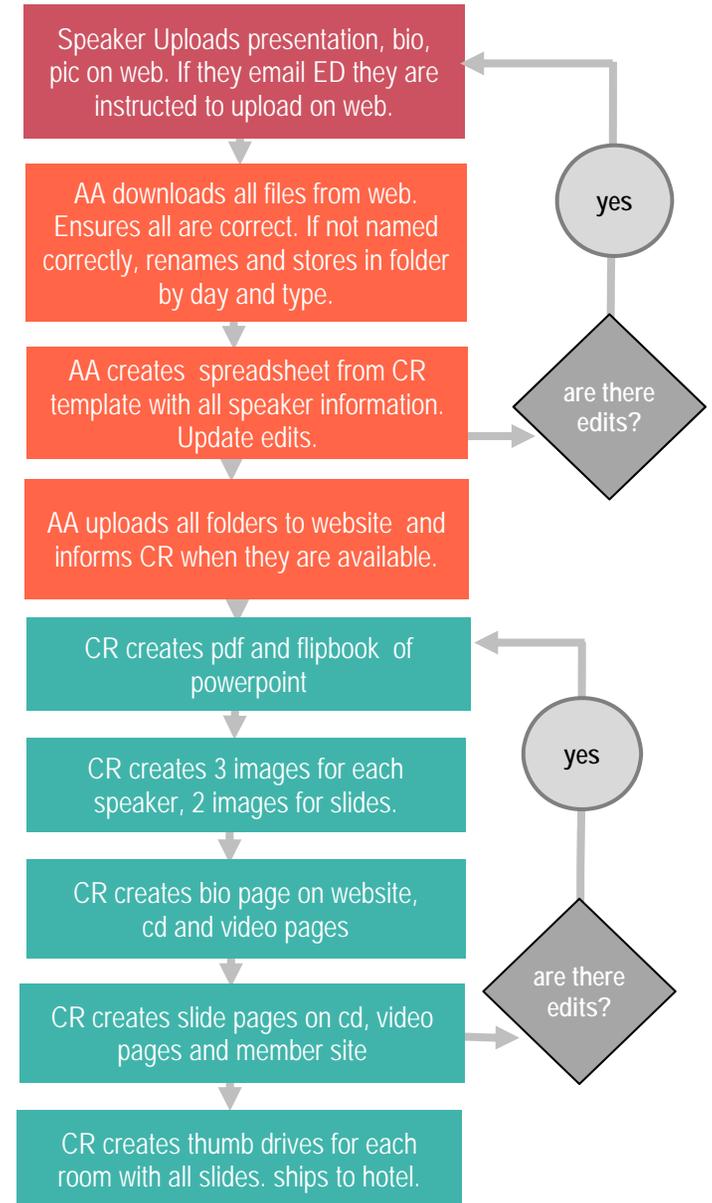
■ Speaker
 ■ Executive Director (ED)
 ■ CauseRoar (CR)
 ■ Administrative Assistant (AA)

CURRENT PROCESS



Conference Speaker & Presentation Edits - 541 Emails

NEW PROCESS



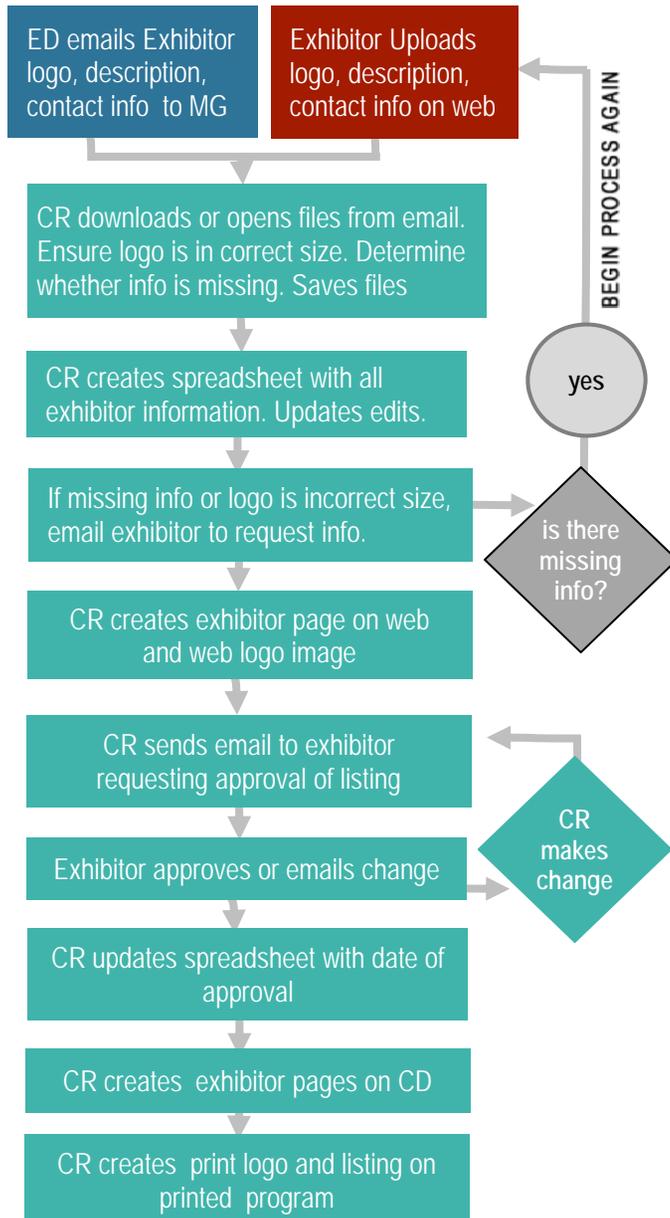
CONFERENCE PROCESS - EXHIBITOR MANAGEMENT

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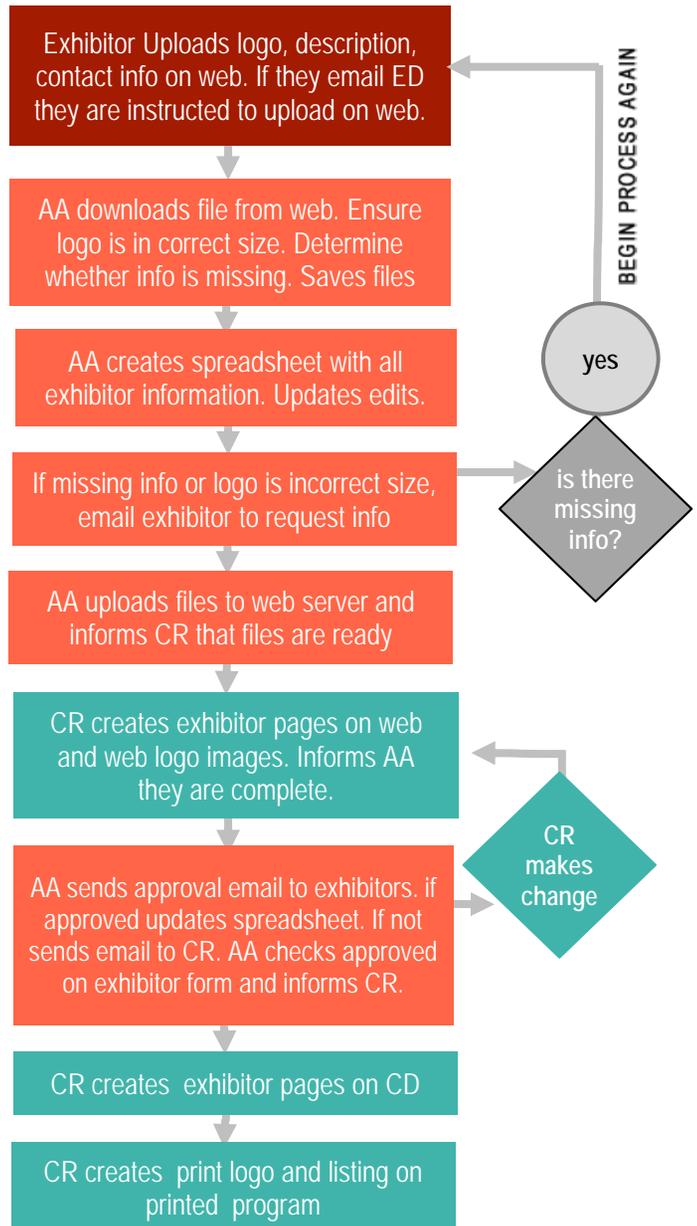
■ Exhibitor
 ■ Executive Director (ED)
 ■ CauseRoar (CR)
 ■ Administrative Assistant (AA)

CURRENT PROCESS



Conference Exhibitor Edits
510 Emails

NEW PROCESS



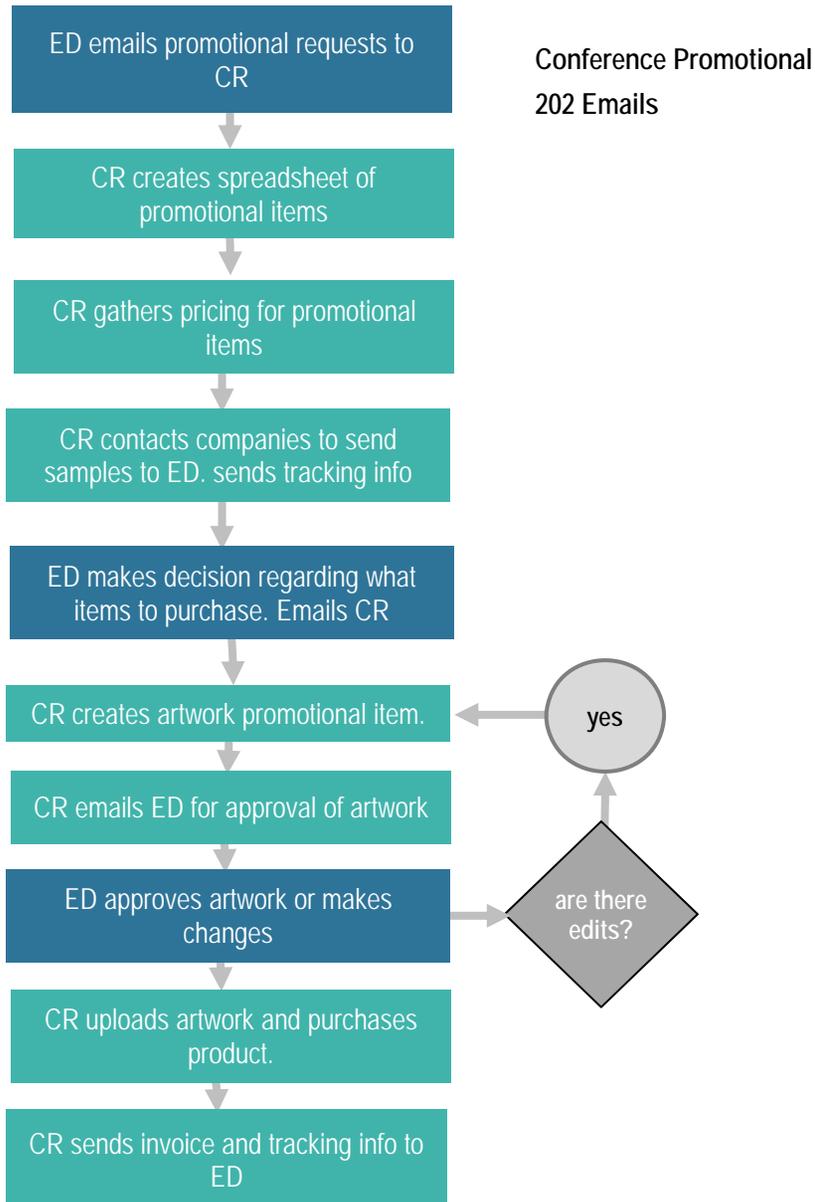
CONFERENCE PROCESS - PROMOTIONAL MATERIALS

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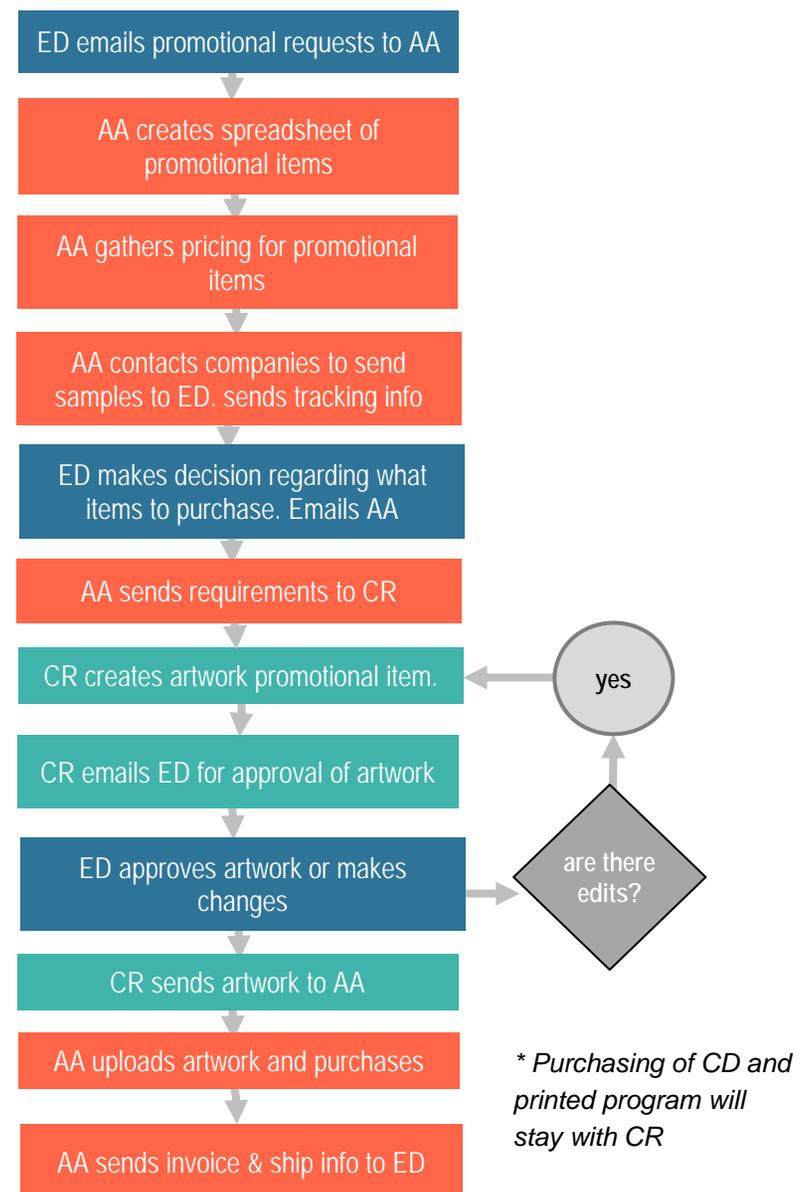
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Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



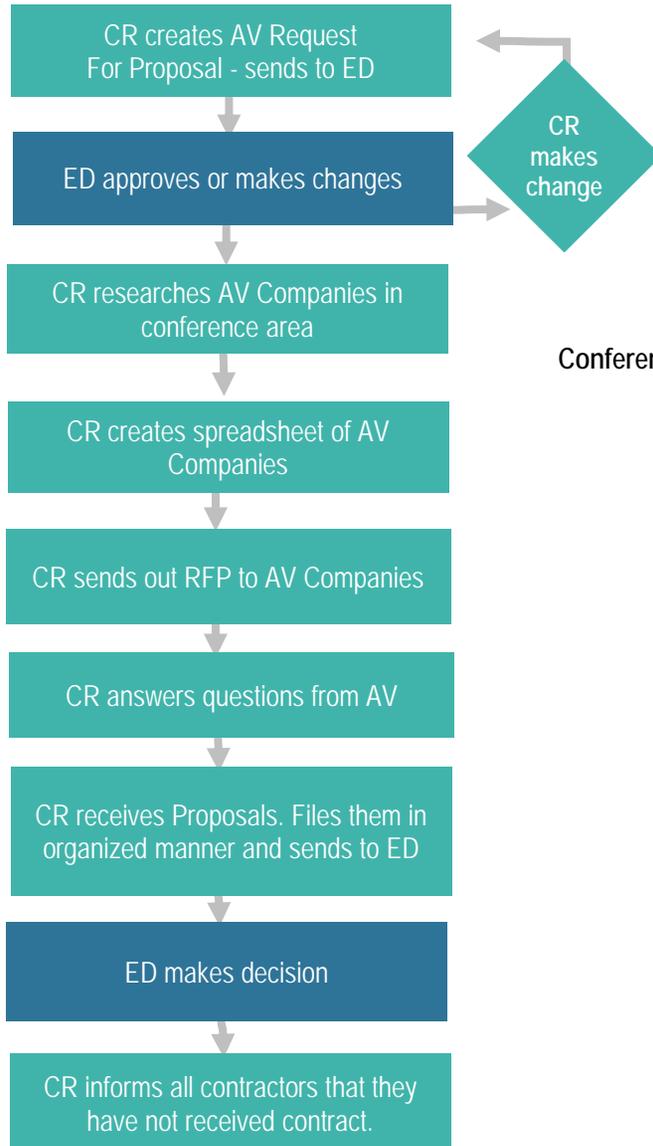
CONFERENCE PROCESS - AV REQUIREMENTS

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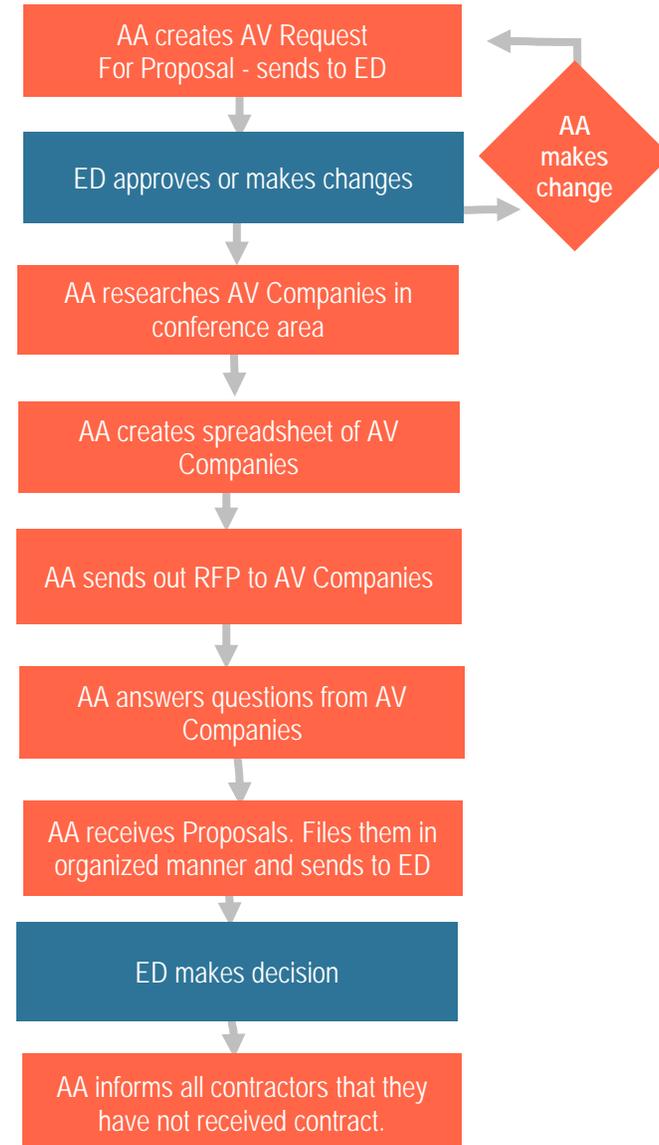
Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



Conference AV - 197 Emails

NEW PROCESS



CONFERENCE PROCESS - VIDEO TAPING

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Speaker



Executive Director (ED)

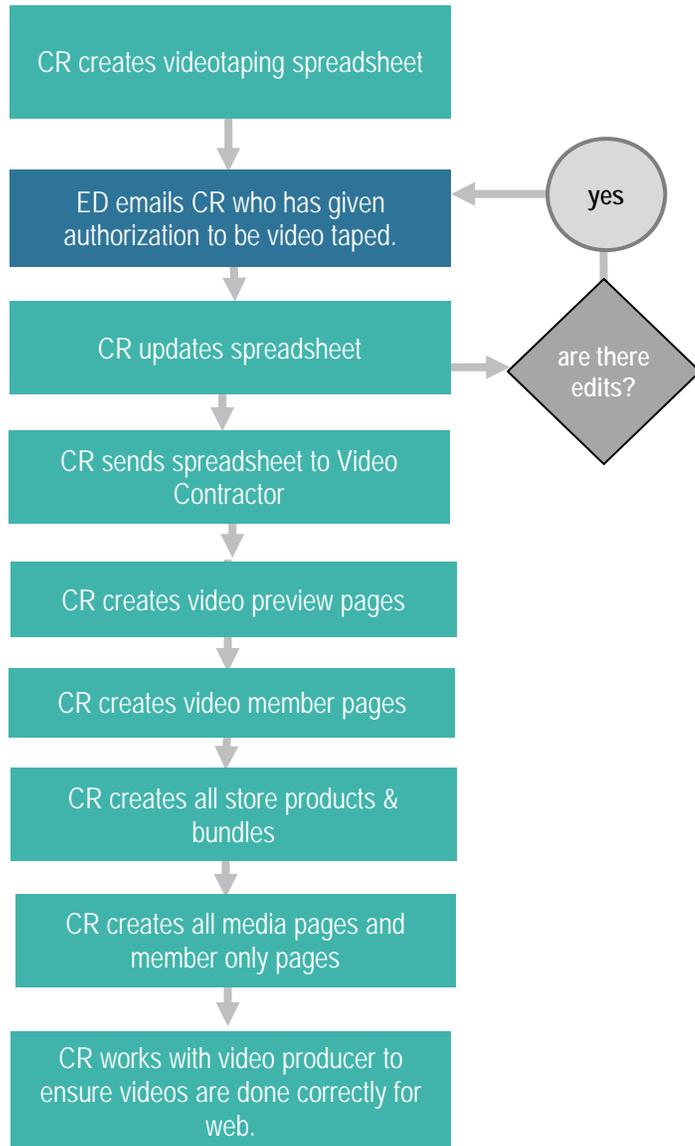


CauseRoar (CR)



Administrative Assistant (AA)

CURRENT PROCESS



Conference Video Taping Edits
85 emails

NEW PROCESS

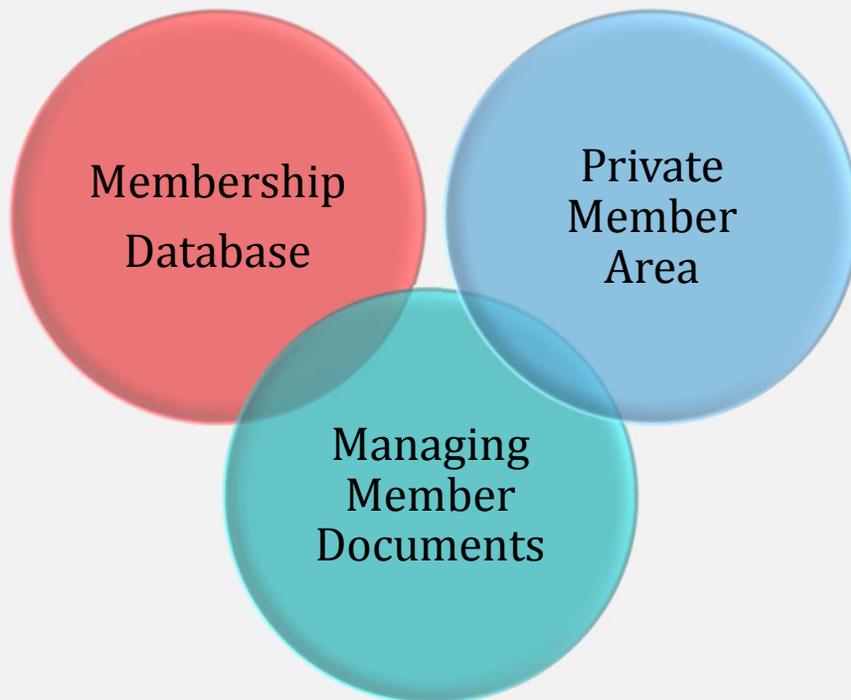


MEMBERSHIP

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Click on a Category below to view business processes



MEMBERSHIP - MEMBER DATABASE

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 Member

 Membership Administrator

 CauseRoar (CR)

 Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



MEMBERSHIP - PRIVATE MEMBER AREA

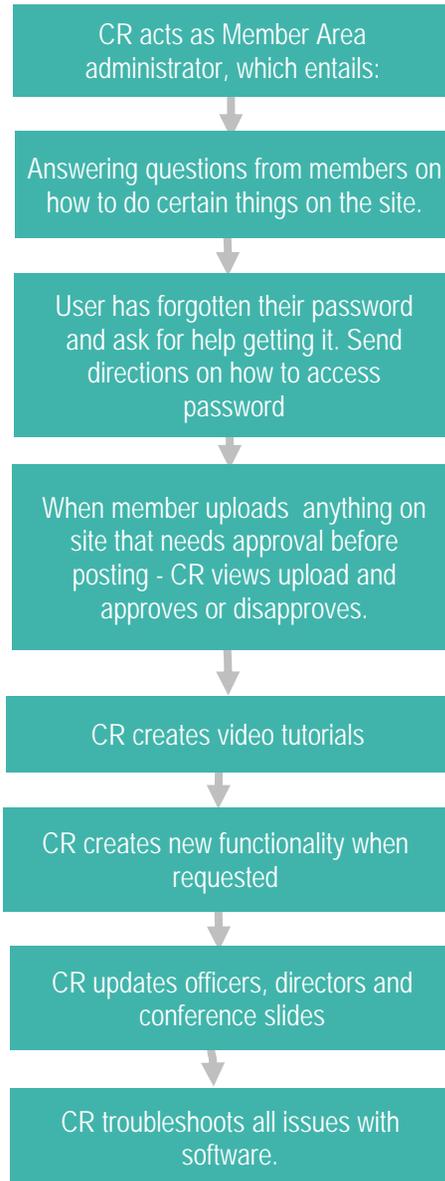
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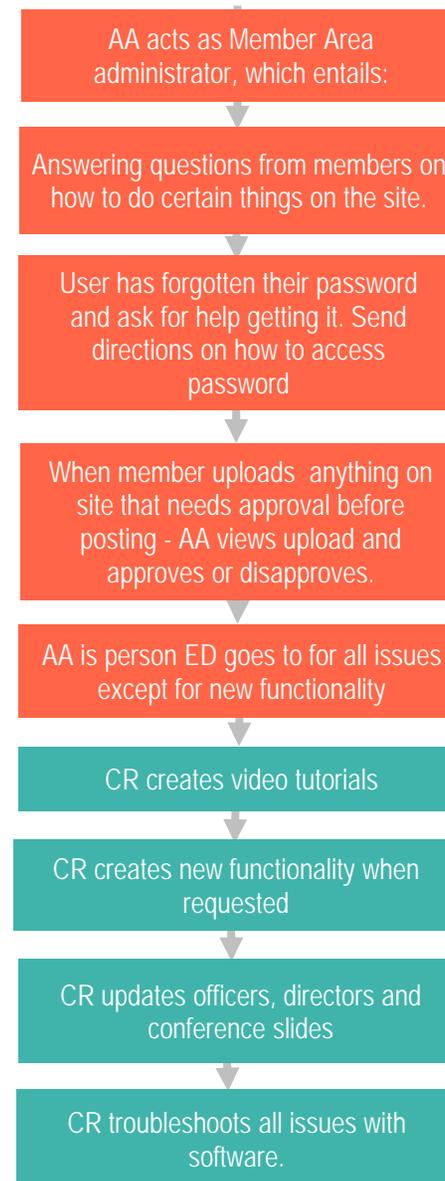
CauseRoar (CR)

Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



AA should play the role of Online Community Manager and should take a much more active role in Member Private Area to encourage members to participate. Answer questions, make friends, send messages, comment on member profiles, start groups.

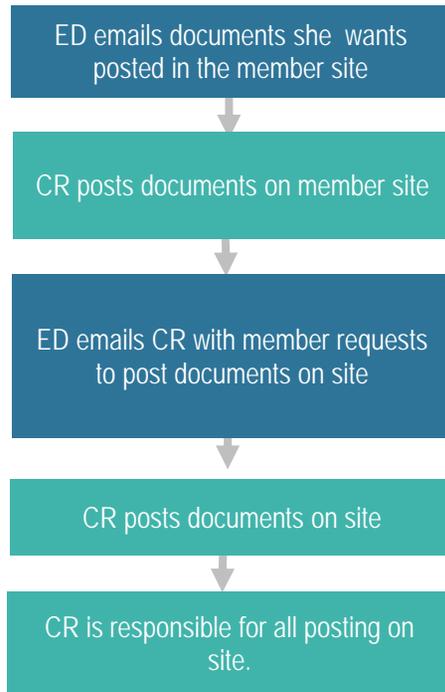
MEMBERSHIP - MANAGE MEMBER DOCUMENTS

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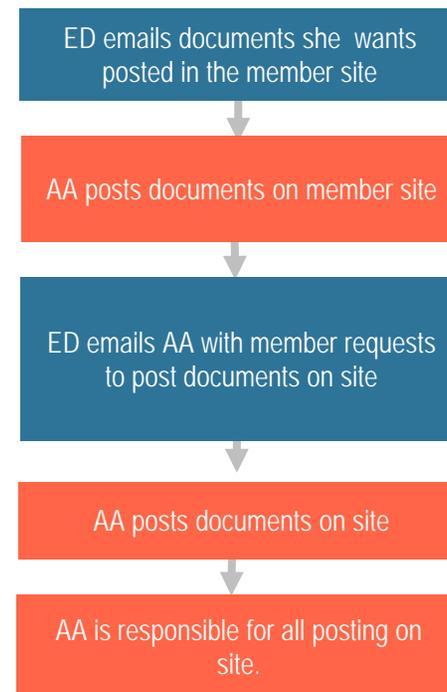
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Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS

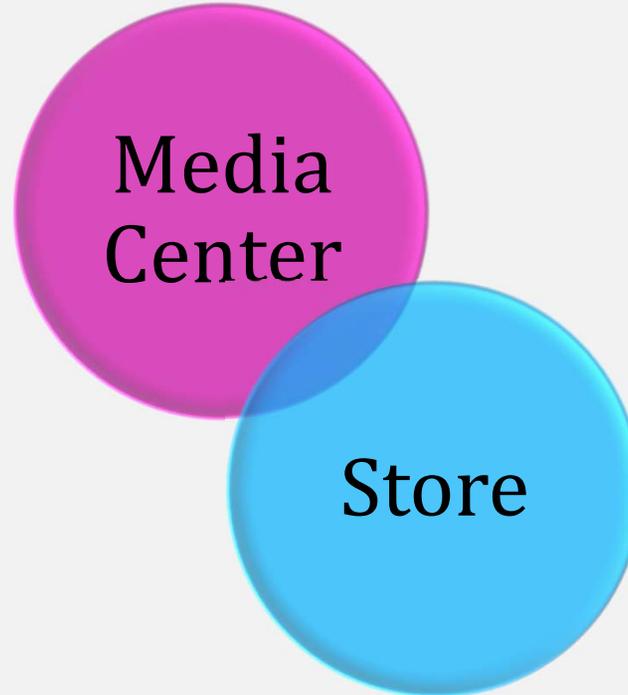


Media Center and Store

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Click on a Category below to view business processes



MEDIA CENTER

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■ CauseRoar (CR) ■ Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



STORE - for all shipped product

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User

Executive Director (ED)

CauseRoar (CR)

Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



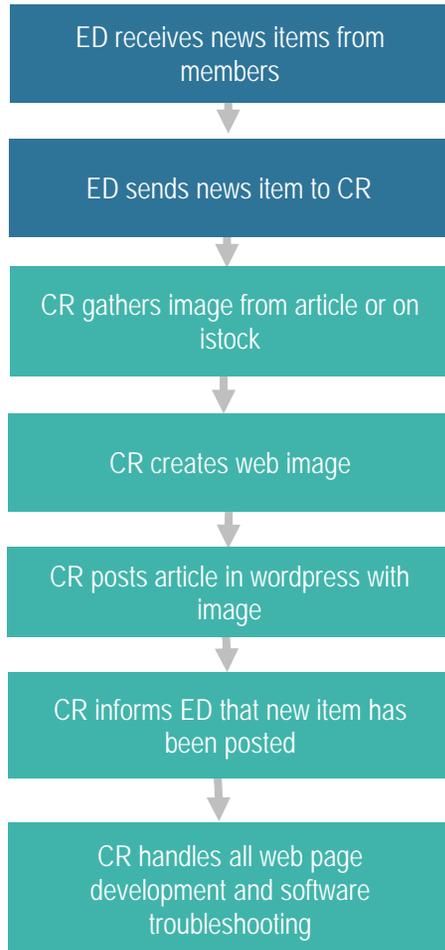
NEWS POSTING

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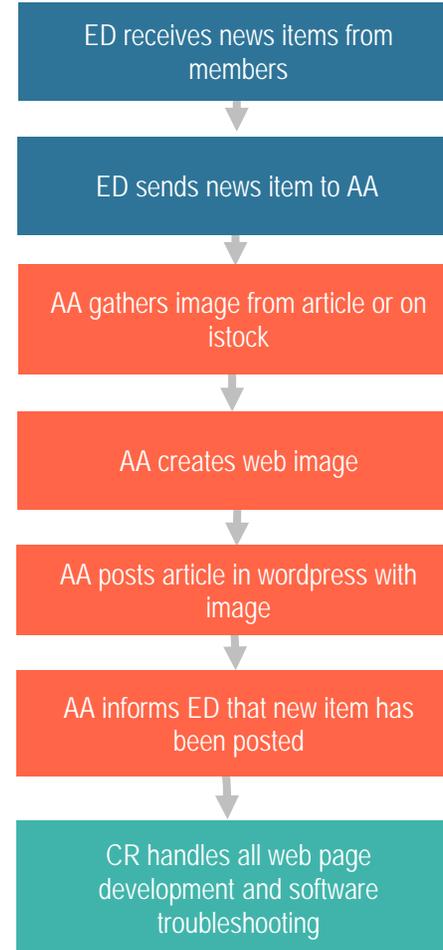
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Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



MARKETING

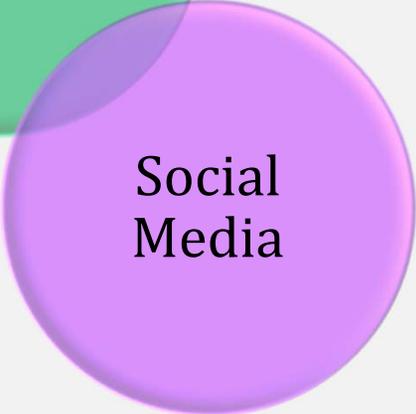
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Click on a Category below to view business processes



Email
Marketing



Social
Media

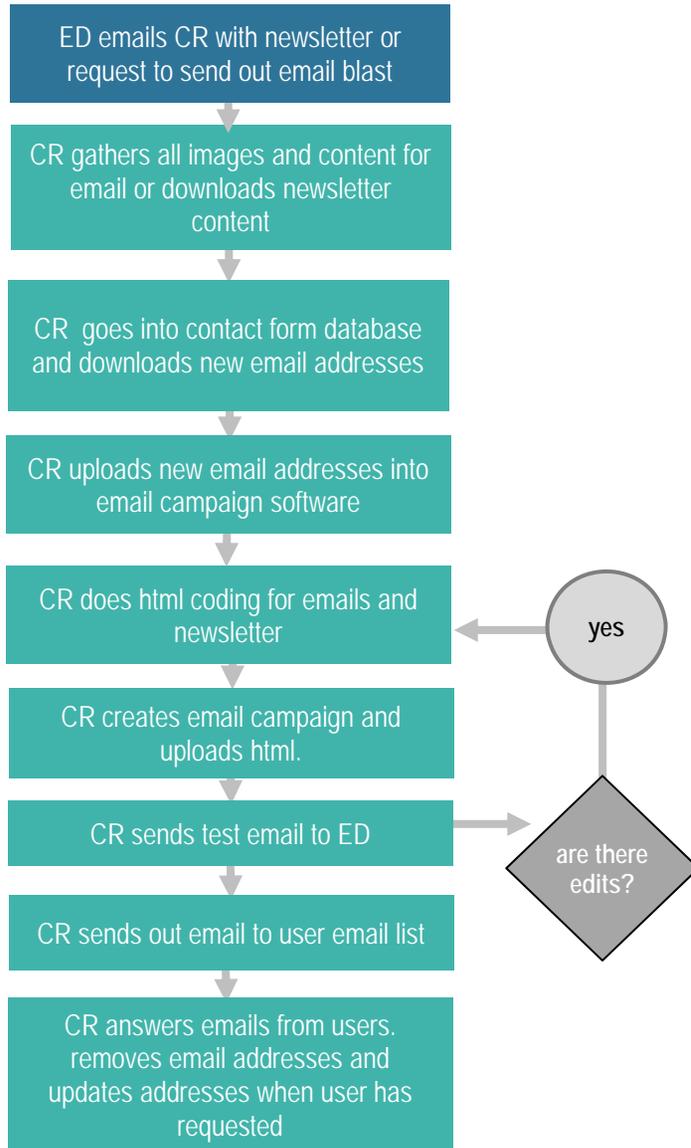
MARKETING - EMAIL MARKETING

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Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



MARKETING - SOCIAL MEDIA

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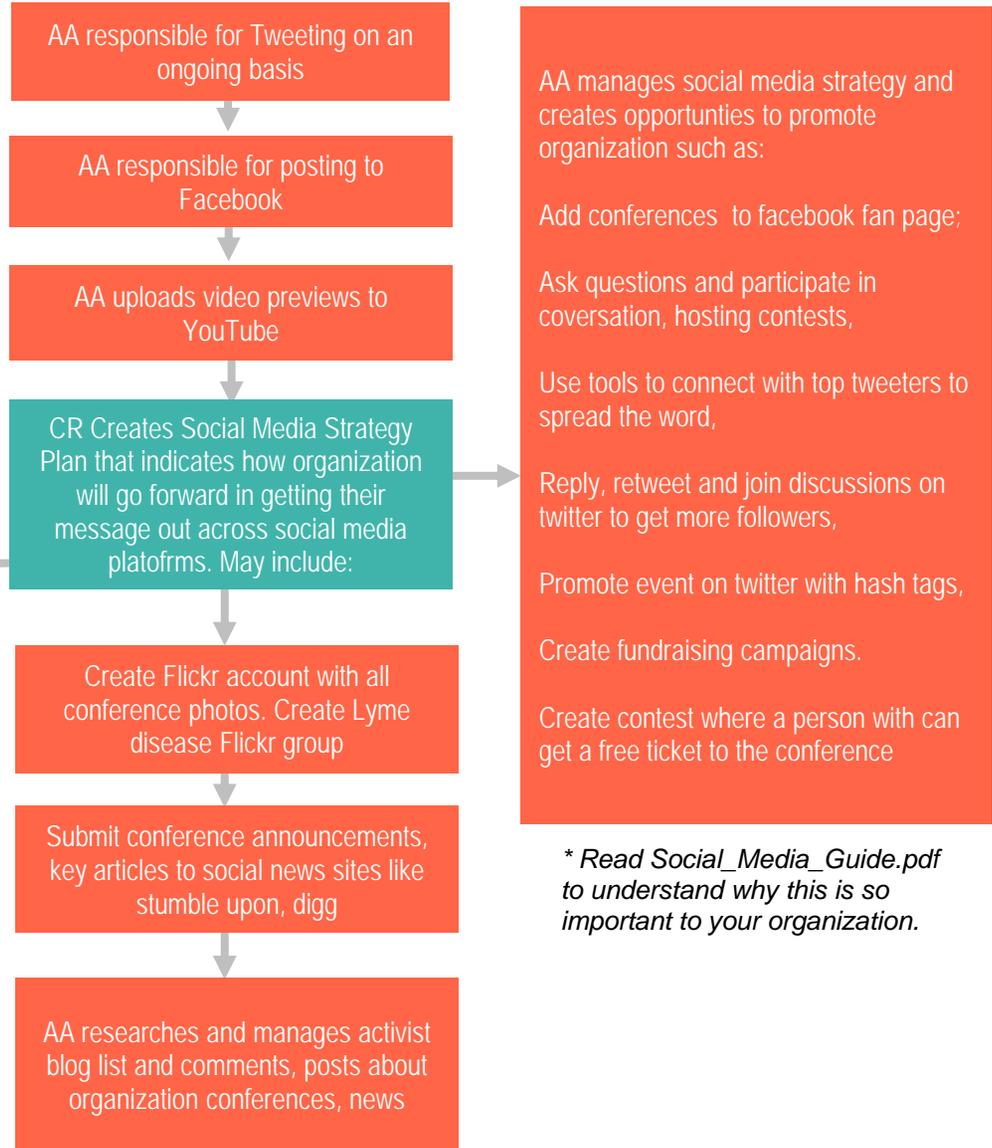
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Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

CURRENT PROCESS



NEW PROCESS



AA manages social media strategy and creates opportunities to promote organization such as:

- Add conferences to facebook fan page;
- Ask questions and participate in conversation, hosting contests,
- Use tools to connect with top tweeters to spread the word,
- Reply, retweet and join discussions on twitter to get more followers,
- Promote event on twitter with hash tags,
- Create fundraising campaigns.
- Create contest where a person with can get a free ticket to the conference

** Read Social_Media_Guide.pdf to understand why this is so important to your organization.*

