

Xpert Summit
Las Vegas
February 25 - 27, 2009



Our Program

The Xpert Summit is designed to help you get the most out of your TargetX experience. Each session will include a combination of helpful tips, client examples and best-practice discussions on each topic area. As always, your participation is key to the success of our program.

Agenda

Wednesday, February 25th, 2009	
7:00 p.m. - 9:00 p.m.	Opening Night Cocktail Reception
Thursday, February 26th, 2009	
6:30 a.m. - 7:30 a.m.	1st Annual TargetX 5K Walk/Run (Optional)
8:00 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 8:45 a.m.	Official Welcome <i>Adrienne Bartlett, Client Concierge</i>
8:45 a.m. - 10:00 a.m.	Opening Keynote <i>Brian Niles, CEO</i>
10:00 a.m. - 10:15 a.m.	Break
10:15 a.m. - 11:15 a.m.	Breakout Sessions: Email A review of the creation and management of effective email campaigns <i>(Laura Klimitas, Director of Client Services)</i> <p style="text-align: center;">-or-</p> Chat/Event How to host successful online chat events <i>(Kevin Corr, Assistant Director of Sales)</i>

Thursday, February 26th, 2009	
11:20 a.m. - 12:20 p.m.	<p>Breakout Sessions:</p> <p>Blogs <i>Managing student blogs and bloggers: what's working best</i> (Dara Corrato, Assistant Director of Client Services)</p> <p style="text-align: center;">-or-</p> <p>SRM Demonstration <i>An in-depth discussion of our revolutionary student recruitment manager</i> (Bob Mootz, Vice President, Sales)</p>
12:20 p.m. - 1:45 p.m.	<p>“Lunch and a Show”</p> <p>X Saves the World: The Gameshow <i>After lunch, we'll take some time to help you prepare for a new crop of Generation-X parents -- and have a little fun in the process;)</i> (Hosted by Jeff Kallay, Experience Evangelist)</p>
1:45 p.m. - 2:45 p.m.	<p>Breakout Sessions:</p> <p>Search <i>Search goes social: incorporating the concepts of social media into your student search campaigns</i> (Adrienne Bartlett, Client Concierge)</p> <p style="text-align: center;">-or-</p> <p>SRM Email <i>TargetX's Email tool will be available on the new SRM platform at no additional cost to users. See a demo, check out new features and learn about making the transition.</i> (Kevin Corr, Assistant Director of Sales)</p>
2:50 p.m. - 3:50 p.m.	<p>Breakout Sessions:</p> <p>Social Networking <i>A survey of outcomes, ideas and best practices for using social networks to build dynamic relationships with prospects</i> (Dara Corrato, Assistant Director of Client Services)</p> <p style="text-align: center;">-or-</p> <p>Data <i>Learn better methods for organizing fields, creating queries and overall data management practices</i> (Laura Klimitas, Director of Client Services)</p>

Friday, February 27th, 2009	
8:00 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 9:30 a.m.	<p>General Session:</p> <p>You the Xpert: Implementing Change <i>TargetX CEO Brian Niles leads a special session aimed at helping you understand the unique challenges facing recruitment today. Get advice on managing change and implementing the new ideas and strategies you learned at the Xpert Summit.</i></p>
9:30 a.m. - 9:45 a.m.	Break
9:45 a.m. - 10:45 a.m.	<p>General Session:</p> <p>“A Conversation on Yield” Join your colleagues and members of the TargetX team for a candid discussion of how your efforts translate into enrolled students in the fall. We’ll review hot topics in admissions marketing and discuss what the future has in store for our industry.</p>
10:45 a.m. - 11:15 a.m.	Official Closing/Evaluations
11:30 a.m. - 3:00 p.m.	Jeff Kallay’s Experience Excursion in Las Vegas (Optional)

For more information about the Xpert Summit, contact Adrienne Bartlett at 877.715.7474 ext.108 or bartlett@targetx.com