



# ASAE Technology Conference

*It's a Big World Out There:  
Dealing With Big Trends in a Small Staff Organization*



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Connecting Great Ideas and Great People

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# 5 Big Trends For Small Associations

1. Your Browser as the New Operating System
2. Conversation is King
3. Unified, Integrated Data
4. Zen Tech Warrior
5. Green Computing



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*In times of change, learners inherit  
the earth, while the learned find  
themselves equipped to deal with a  
world that no longer exists.*

-- Eric Hoffer,  
Writer and Philosopher



# Your Browser As the New Operating System

- Increasingly the platform of choice for delivery of new applications
- Web-based means easier to deploy
- AMS companies looking to Web-based for new versions
- Google has made it easy to abandon your desktop
  - Calendar, To Do List, Docs



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# Browser: What Does This Mean For You?

- Which apps should be browser-based?
  - AMS
  - Accounting
  - Document management
  - E-mail and Tasks
- Benefits:
  - Lower training costs
  - Lower maintenance costs through SAAS



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# Browser: What Does It Mean For You?

- Your next AMS should be Web-based
- Your AMS should have a Web services platform



# Conversation is King

- 25% increase in visitors on social networking sites from June 07 - June 08
- Facebook - 153% increase in unique visitors from June 07 - June 08
- Facebook has more than 150M active users
- MySpace has 253M users
- LinkedIn has 34M members
- Twitter has over \$2M users



# Conversations and You

- It's no longer enough to have a Web presence
- It's about engaging customers
- It's about managing relationships online
- Communications are one-way but conversations are two-way
- Your members and non-members are talking about YOU
- You can't control the conversations



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# Conversations: What Can You Do?

- Drive the conversation with a blog
- Create a presence on the top + niche social networking sites
- Monitor the conversations
  - Google alerts
  - Twitter search results + RSS
  - Monitor blogs



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# Conversations: What Can You Do?

- Have a social networking action plan
  - Timely response
  - Create a response team
  - Develop a blogging strategy
  - Be consistent with your key messages
- Create a platform for hosting conversations



# Unified, Integrated Data

- Customer data is everywhere
  - Example association: Membership data is in AMS, meeting data is in cvent, jobs data is in Boxwood, sponsorships are in Great Plains, exhibitor data is ExpoCAD
- You are unable to see what members are doing and not doing
- You can't focus on non-members, even if they are customers



# Integrated Data and You

- Select a Web solution that does more of what you need, e.g., AMS, CMS, CRM
- Have an integration plan for third party apps and databases
  - Select partners based on integration strategy
- Unified data and communications = holy grail



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# Benefits of Integrated Systems

- Complete history
- Respond more quickly to customers
- Boost customer service
- More revenue, more quickly
- Personalized communications
- Targeted marketing and messaging
- Unified messaging



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# Zen Tech Warrior

- Want to be connected on their own terms
- Want a choice of:
  - Topics
  - Frequency
  - Schedule
  - Device/medium
- E-mail is not the killer app for GenY; they prefer text, IM and social networks



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# Zen Tech Warrior and You

- Give them profile management tools
- Personalize communications
- Have a presence where they are
- Mobile strategy
  - How friendly is your site on a PDA?
  - Can I sign up for text updates?



# Green Computing

- Data centers use 1.5% of electricity in US
- Electricity costs keep going up
- Infrastructure costs keep going up
- We all need to do our part to reduce energy consumption, reduce greenhouse gases



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# Green Computing and You

- Virtual servers
- Software as a Service (SAAS)
- Cloud computing
- Buy green desktops and peripherals



## Corollary #1: Branding

- Your presence and brand will be dispersed across social networks and media
- Consistency is key
- Update brand guidelines to include social networks, video, audio, etc.
- Monitor regularly
- Protect and enhance your brand



## Corollary #2: Don't Forget the Staff

- Staff need to be part of the strategy
- The new technologies can be intimidating
- Communicate the strategy
- Define roles and responsibilities
- Invest in training
- Measure impact and ROI



## Corollary #3: Security

- Less control over where data resides
- Integration means data is getting passed around; how secure is it as it's moving around?
- Financial data is now connected to the Web; how secure is it?
- Are you complying with PCI?
- **Don't store credit card data!**



# Resources

- Green computing data - Part I  
<http://www.worldchanging.com/archives/007532.html>
- Purchasing Trends by Generation  
[https://mr.pricegrabber.com/Online\\_Purchasing\\_Trends\\_by\\_Generation\\_August\\_CBR\\_2008.pdf](https://mr.pricegrabber.com/Online_Purchasing_Trends_by_Generation_August_CBR_2008.pdf)
- Tech Trends for Small Businesses  
<http://smallbiztrends.com/2009/01/top-ten-technology-trends-for-small-businesses-2009.html/>
- World Internet Stats  
<http://www.internetworldstats.com/stats.htm>
- Did Twitter Just Pass Digg?  
<http://www.techcrunch.com/2009/01/20/did-twitter-just-pass-digg/>
- Social Networking Trends  
<http://www.comscore.com/press/release.asp?press=2396>
- 2009 Tech Trends  
<http://www.eweek.com/c/a/Midmarket/Five-Tech-Trends-to-Watch-in-2009/>
- Digital Will Impact 5 Key Areas Next Year  
[http://www.mediapost.com/publications/?fa=Articles.showArticleHomePage&art\\_aid=97052](http://www.mediapost.com/publications/?fa=Articles.showArticleHomePage&art_aid=97052)
- 9 Underrated Technologies for Growing Companies  
[http://www.bmighty.com/hardware\\_software/showArticle.jhtml?articleID=212100276&pgno=1](http://www.bmighty.com/hardware_software/showArticle.jhtml?articleID=212100276&pgno=1)





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for association leadership

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# About Matrix Group

## [www.matrixgroup.net](http://www.matrixgroup.net)

- Matrix Group is a leading interactive agency serving associations and non-profits in the DC area and around the country.
- Services include:
  - Strategy and branding
  - Web and interactive design
  - Association management software (AMS)
  - Custom application development
  - Content management systems
  - E-commerce solutions
  - Hosting and maintenance
  - Social networking

