

2007 Web of Change Conference Agenda

Wednesday, September 19, 2007		
5:00 p.m.	Renewal Partners and Tides Canada Foundation Welcome Reception Come meet your fellow participants	Lodge
6:30 p.m.	Dinner	Lodge
7:30 p.m.	Welcome & Hollyhock Orientation	Lodge
8:00 p.m.	Procession to Olatunji Hall	Lodge
8:20 p.m.	Conference Opening Introductions and Intentions	O'Hall
10:00 p.m.	Lodge is open for night owls	Lodge

Thursday, September 20, 2007		
7:00 - 8:30 a.m.	Yoga & Meditation (optional)	Raven
8:30 – 9:30 a.m.	Breakfast	Lodge
9:45 – 10:45 a.m.	Community Dialogue: Listening	O'Hall
10:45 – 11:15 a.m.	Break	
11:15 a.m. – 12:30 p.m.	Thursday Workshop Session Slot I:	
	• Asking the Right Questions: Breaking the Technical Frame in Strategic Technology Planning	O'Hall
	• Email: We Hardly Knew Ye?	Kiakum
11:15 a.m. – 12:30 p.m.	• The Art of the Story: Attracting Funding, Volunteers, Employees and the Media	Raven
12:30 – 2:00 p.m.	Lunch	Lodge

Thursday, September 20, 2007		
2:15 – 3:00 p.m.	Share Opportunities for Participant Lead Content <ul style="list-style-type: none"> - Speed Geek - Open Sessions - Workshopping your project - Birds of a Feather discussions 	O'Hall
3:15 - 4:30 p.m.	Thursday Workshop Session Slot II	
	• Building and Maintaining Integrity and Political Credibility within Your Technology Projects	O'Hall
	• Constituent Relationship Management (CRM) as Strategy: Moving from Lists to Relationships	Kiakum
	• Human-Centered Design Practices: Five Common Myths	Raven
4:30 – 5:00 p.m.	Break	
5:00 - 6:15 p.m.	Thursday Workshop Session Slot III	
	• Media that Moves	O'Hall
	• Campaign Strategy: Leveraging technology within it	Kiakum
	• Online Collaboration: Quantifying the problem, designing a solution	Raven
6:30 – 8:00 p.m.	Dinner	Lodge
8:00 – 9:30 p.m.	SpeedGeek, Presented by Business Objects Facilitated by: Phillip Smith, Community Bandwidth	Lodge
10:00 p.m.	WhatCounts Beachfront Lounge Party With music by Michael	Wayne's World

Friday, September 21, 2007		
7:00 – 8:30 a.m.	Yoga & Meditation (optional)	Raven
8:30 – 9:30 a.m.	Breakfast	Lodge
9:45 – 10:45 a.m.	Community Dialogue: Reflection	O’Hall
10:45 – 11:15 a.m.	Break	
11:15 a.m. – 12:30 p.m.	Friday Workshop Session Slot I <ul style="list-style-type: none"> • Reproduce & Revolt: The Role of Design, Art and Culture in Community Transformation • Beyond the Click of a Mouse: Using online organizing to create offline action and activists • Staying on the Edge of Cutting: When Wikis Just Aren’t Enough 	O’Hall Kiakum Raven
12:30 – 2:00 p.m.	Lunch	Lodge
	Zanby.com FREE AFTERNOON!	
1:30 - 5:30 p.m.	Kayaking with Mike Moore (limited availability: advance registration required in bookstore, 50% of fees sponsored)	
2:00 – 4:00 p.m.	Linnaea Farm Tour (meet in the parking lot)	
1:30– 4:30 p.m.	Nature Hike with Hollyhock Naturalist Bill Ophoff	
5:00 – 6:30 p.m.	Yoga for Geeks with Sarah Pullman (no experience necessary!)	Raven
6:30 – 8:00 p.m.	Dinner	Lodge
8:15 – 10:00 p.m.	Storytelling: Sharing Innovative Tools, Models, and Thinking	O’Hall
10:00 p.m.	Lullabot Talent night	Lodge

Saturday, September 22, 2007		
7:00 a.m.	Yoga & Meditation (optional)	Raven
8:30 – 9:30 a.m.	Breakfast	Lodge
9:45 – 10:45 a.m.	Community Dialogue: Reinventing Leadership	O'Hall
10:45 – 11:15 a.m.	Break	
11:15 – 12:30 p.m.	Saturday Workshop Session Slot I	
	• Finding the Intersection: Genius, Passion, Purpose and Action	O'Hall
	• Values-Based Project Management	Kiakum
	• Open Session	Raven
12:30 – 2:00 p.m.	Lunch	Lodge
2:15 – 3:45 p.m.	Saturday Workshop Session Slot II	
	• Transformative Media: Generating Solutions and Inspiring Action	O'Hall
	• Open Session	Kiakum
	• Open Session	Raven
3:45 – 4:15	Break	
4:15 – 6:00 p.m.	Workshopping Your Project / Birds of a Feather An opportunity to tap the collective wisdom of the conference participants.	
6:00 – 6:30 p.m.	GrowthWorks Oyster Barbeque	Beach
6:30 – 8:00 p.m.	Dinner	Lodge
9:00 p.m. - late	Watershed Blow Out Party!!!	Lodge

Sunday, September 23, 2007		
7:00 a.m.	Yoga & Meditation (optional)	Raven
8:30 – 10:00 a.m.	(Late) Breakfast	Lodge
10:15 a.m. – 11:45 p.m.	Integrating our Learning, Revisiting our Intentions Closing Session	Kiakum
12:30 p.m.	Lunch and Departure	Lodge

Conference Session Descriptions

Thursday, All Participant Session

Community Dialogue: Listening

Our ability to solve the myriad challenges of our times requires that we learn to listen to each other. Deep listening reaps great rewards in our leadership, in our friendships, in our personal relationships. This session explores ways to develop presence and provide your full attention in order to realize greater impact in the world.

Thursday, Session Slot I

Asking the Right Questions: Breaking the Technical Frame in Strategic Technology Planning

Many observers will agree that common complaints about technology projects -- resistance to change, long sales cycles, inappropriate technology, unexpected costs, unused tools -- are often the inevitable result of technocentric planning. The only way to unravel this problem is to go to the source and challenge the questions we ask - our actual planning methods, not just our intent. This session will include a short presentation of the core concepts of an alternative frame, followed by a group discussion exploring specific tactics that have worked and which help flesh out the alternative model.

Session Lead: Michael Gilbert, [Non-Profit Online News](#) and [The Gilbert Center](#)

Email: We Hardly Knew Ye?

This session will explore the reasons behind dropping email rates—how it's impacting the work of online organizers and development folks (i.e. are they hindered in their efforts to execute campaigns online? Raise money?) We intend to look broadly at trends around declining open rates, and how organizations are looking to address it. Is our goal to try to help email open rates stabilize at a certain percentage? Or should we start thinking about email as most folks think about Direct Mail—it's a generational communications tool that a certain demographic responds well to, but that the EchoBoomers won't respond effectively to?

Session Leads: Joe Baker and Heather Holdridge, [Care2](#)

The Art of the Story: Attracting Funding, Volunteers, Employees and the Media

Without a great Brand Story you can't have great fundraising or great PR. Current web trends have changed the way consumers communicate and engage. Is your story hitting the right mark for today's environment? In this session we will discuss the making of a great brand story and how to determine if your story measures up. How to make sure your story resonates with your primary audiences (i.e. donors, media, partners, employees, etc..) and how to use the web to tell your story well.

Session Lead: Jacqueline Voci, [Voci Communications](#)

Share Opportunities for Participant Lead Content

The structured opportunities for participants to propose session content, present their project, request feedback, and host a discussion will be explained.

Facilitated by: Jodie Tonita, ONE/Northwest

Thursday, Session Slot II

Building and Maintaining Integrity and Political Credibility within Your Technology Projects

This session is about engaging in technology projects in a way that is holistic, upholds organizational integrity, and furthers the movement. In this session we'll explore a collaborative comprised of 3 unique website projects: Future5000.com, MyBLOC.net, and YouthMediaCouncil.org, all developed by the innovative company Tumis. We'll look at the historical development of these three projects, especially focusing on our values-based model and how we maintain integrity and political credibility in our process, tied to our overall theory of change. We will use this example as a jumping off point for a discussion around key questions and considerations, successful models, and lessons learned/best practices in creating and implementing a technology-organizing project.

Session Leads: Jessamyn Sabbag, [Future 5000](#) and Samhita Mukhopadhyay, [Youth Media Council](#) and Favianna Rodriguez, [Tumis](#)

Constituent Relationship Management (CRM) as Strategy: Moving from Lists to Relationships

In the past decade, online organizers have learned how to build big lists, and then squeeze donations and activism out of those lists. But are we ready to move to more individualized, deeper, Web 2.0 relationships with constituents? If we had robust data on our constituents, what are innovative ways to use that data to increase participation and decrease spamminess? Better CRM technology should soon allow organizers to capture very robust data about their constituents... and then what? It's time to develop CRM as an organizational strategy, not just a tech buzzword.

Session Leads: Tate Hausman, [Dot Organize](#) and Jon Stahl, [ONE/Northwest](#)

Human-Centered Design Practices: Five Common Myths

Our success in communicating with and motivating a response from any audience online is directly related to how well we understand them. It seems fundamental, but when we create digital media, we often abandon this principle to the pressures of time and budget. The session will be tailored to the experience level of the audience and will explore the five common myths: Cost – “We can't afford it.” Time – “We don't have time.” Expertise – “We don't know how to do it.” Ideation – “We know the answer already.” Strategy – “It doesn't fit our plan.” Impact – “It won't make that much difference.” In addition the session will provide a brief introduction to a simple framework for Human Centered Design (HCD) and discuss key values.

Session Lead: Dave Robertson, [Critical Mass](#)

Thursday, Session Slot III

Media that Moves

Storytelling is the backbone of how individuals and cultures express themselves and move one another to action. We are living in a transformational moment in history. How do we use new media tools to bring about big social and political change? How do we create campfires across issues, beliefs and values that move people to understanding and action? This session will present a holistic picture of new media tools married to tried and true narrative and storytelling techniques. We will explore how they can express complicated ideas in more accessible ways to move large groups of people to action.

Session Lead: Julie Sender-Bergman, [Balcony Films](#)

Campaign Strategy: Leveraging technology within it

We will take a look under the hood at the process used by campaigners and organizers to design their campaign strategies. Often technologists are brought in after the strategy has been developed and asked to supply specific tools. This approach can lead to strategy being developed in a vacuum, separated from Communications and Online Strategies rather than having them inform and leverage one another. This session is an opportunity to learn about the campaign strategy process from leading organizers and consultants and to participate in a discussion on the intersection between strategy development and technology implementation.

Session Lead: Liz Butler, [Forest Ethics](#) and Cristen Perks, [Echoditto](#)

Online Collaboration – Quantifying the problem, designing a solution

While we increasingly have the tools to make possible online collaboration what, if anything, are we doing to enable collaboration? With an increasing number of online projects being supported by volunteer communities how well people work together is a critical question. It will determine the size, make-up and effectiveness of your community. Participants will leave the workshop with a framework for guiding their strategic thinking and tactical actions when engaging with their online community and designing the community's interface.

Session Lead: Dave Eaves, [eaves.ca](#)

Thursday Evening

SpeedGeek, Presented by Business Objects

An innovative, dynamic, and fun way to present your most important projects to small groups, and learn about other's work.

Facilitated by: Phillip Smith, [Community Bandwidth](#)

Friday, All Participant Session

Community Dialogue: Reflection

Taking time to inquire and reflect supports the emergence of new possibilities for you and the communities you serve. We need time to develop clarity and courage. This session will provide an opportunity to step back and consider what really matters to you.

Friday, Session Slot I

Reproduce & Revolt: The Role of Design, Art and Culture in Community Transformation

There has never been a movement for social change without art and visual communications being central to that movement. Graphics in particular are powerful living reminders of struggles worldwide for peace and justice. Recognizing that we play a vital role in countering the propaganda of the right, we want to foster communication, sharing and collaboration between like-minded activist-designers and cultural workers. The goal of this session is discuss the role of design, art and culture in community transformation and movement building. How do artist-activists, designers, and technologists, strengthen our ability to provide the social justice movement with effective visual communication?

Session Lead: Favianna Rodriguez, [Tumis](#)

Beyond the Click of a Mouse: Using online organizing to create offline action and activists

This session will discuss the principles, strategies, and provide examples of using online campaigns to create real world action and long term volunteers. We have honed the use of online organizing that stays online to great success. For many campaigns we need to take our online work and integrate with our offline campaign needs in order to achieve our goals.

Session Lead: Liz Butler, [Forest Ethics](#)

Staying on the Edge of Cutting: When Wikis Just Aren't Enough

Exciting new web apps and tools are released every day. But what do they mean for you and work? And what do they mean for positive social change? As technologists, communications pros, organizers, and consultants, we need effective ways to develop pictures of emerging trends and to readily determine what's worth your (or your clients') time and money. This session will feature a live, rapid-fire demo of a process that the EchoDitto team has developed internally to stay hip and sharp for its clients. We'll also crowd-source this question by exchanging and evaluating other knowledge-sharing workouts and practices suggested by the group. Please come prepared to participate!

Session Lead: Michael Silberman, [Echoditto](#)

Storytelling: Innovative Tools, Models, and Thinking

Come hear three evening "fireside chats" from organizations who have succeeded in creating successful online projects, new business models, and are using innovative thinking to realize transformation. This semi-formal discussion will help tease out how they changed the world, changed the participants, and changed the models and frames we use to look at how change itself happens and what has lasting meaning and impact.

Stories from: Nothing But Nets: UN Foundation and Communicopia, Business Objects and Tumis/ EastSide Arts Alliance

Saturday, All Participant Session

Community Dialogue: Reinventing Leadership

What makes a leader? What is being asked from us at this critical moment in time? What do we have to offer? We will use this session to explore what leadership means to us and the unique role we have to play in leading change.

Saturday, Session Slot I

Finding the Intersection: Genius, Passion, Purpose and Action

Magic can be created when genius, passion, purpose and action intersect. We'll explore how to build a community of purpose where participants' innate genius is deployed and valued. Solopreneurs and organizational leaders alike can learn how to be more effective and energized while getting the support they need. How can leaders at any level within an organization manage all the change that is around them and overcome obstacles without becoming exhausted? How can we help others and ourselves to find that which we are brilliant at and love to do?

Session Lead: Marty Avery, [What If? Growth Strategies](#)

Values-based Project Management

In this session we'll talk about what it means for a project to "not go well", explore the ways in which the absence of shared values may contribute to this, and work together to come up with strategies for ensuring the successful and effective management of social

change projects through the establishment of work environments based on personal empowerment, group trust, respect, commitment and open communication.

Session Lead: Rob Purdie, [Important Projects](#)

Open Session Slot

Saturday, Session Slot II

Transformative Media: Generating Solutions and Inspiring Action

In this session we will tell the story of how we created the first Live Arts Media Project, a Hip Hop Audio Documentary titled *Rising Up From the Ashes: Chronicles of a Dropout*. The CD was created by a group of 15 youth and young adult artist-activists who, in the summer of 2006, set out to explore the drop-out crisis facing Detroit. The goal of the project was not simply to convey the problems in schools but to generate solutions and inspire action. Through the project we created a model for community-based transformative media production. The storytelling will model our process with several participatory activities. Participants will have an opportunity to grapple with the key questions we face as we move into the next phase of the project. What kinds of innovative distribution networks can we build through the internet? How can the distribution process also be an organizing process?

Session Leads: Jenny Lee, [Detroit Summer](#) / [Allied Media Conference](#), and Jon Blount

Open Session Slot

Open Session Slot

Saturday, Afternoon Session

Workshoring your Project

Birds of a Feather

An opportunity to tap the collective wisdom of the conference participants. A fuller description of these opportunities will be described in the Thursday session: Share Opportunities for Participant Lead Content.