



**8<sup>th</sup> Annual Conference**  
**November 8 - 11, 2010**  
**Estancia La Jolla Hotel & Spa, San Diego, CA**

**Harnessing New Trends in Communications and Technology**

**Conference-at-a-Glance**

| Day One (Pre-conference) – Monday, November 8th             |     |  |  |
|---|-----|--|--|
| 8:00 am – 12:00 pm  |     | TAG Board Meeting (by invitation)  |  |
| 12:00 pm – 1:00 pm  |     | Registration   |  |
| 1:00 pm – 6:00 pm   | M/T | <b>Pre-conference: The Microsoft Roadmap</b>                                   |  |
| 6:00 pm – 8:00 pm   |     | Networking Reception   |  |
| Day Two (Pre-conference/Conference) – Tuesday, November 9th |     |  |  |
| 8:00 am – 5:00 pm   |     | Registration Open  |  |
| 8:00 am – 11:00 am  |     | Consultant/Vendor Roundtables  |  |
| 9:00 am – 12:00 pm  |     | Community Foundations Meeting (by invitation)                                  |  |
| 12:00 pm – 2:00 pm  | M   | <b>Opening Lunch and Keynote Speaker: TBD</b>                                  |  |
| 2:15 pm – 3:30 pm   | M/T | Building Dashboards and Scorecards to Make Sense of your Foundation's Data     |  |
|   | M   | The Role of IT Staff in the Age of the Cloud                                   |  |
| 3:45 pm – 5:00 pm   | M/T | Understanding and Leveraging CRM Systems                                       |  |
|   | T   | Open Data Panel Discussion   |  |
| 6:30 pm – 9:00 pm   |     | Networking Reception and Dinner at Birch Aquarium                              |  |
| Day Three (Conference) – Wednesday, November 10th           |     |  |  |
| 8:00 am – 9:00 am   |     | Breakfast  |  |
| 9:15 am – 10:00 am  | M   | <b>Plenary: Top Ten Things to Know About TAG</b>                               |  |
| 10:15 am – 12:15 pm   | M   | That Question You Always Wanted to Ask - Moderated IT Forum (Management Focus) |  |
|   | T   | That Question You Always Wanted to Ask - Moderated IT Forum (Technical Focus)  |  |
| 12:30 pm – 2:00 pm  |     | Lunch – Networking Time/Phone/Email  |  |
| 2:15 pm – 3:30 pm   | M   | <b>Plenary: Social Media</b>   |  |
| 3:45 pm – 5:00 pm   | M   | Technology Planning – and Presenting Your Plan                                 |  |
|   | M/T | The Hewlett Toolbox  |  |

M = Management session

M/T = Combination of management & technical session

T = Technical session

**Day Three (Conference) – Wednesday, November 10th  
(Continued)**

|  |   |   |                 |             |
|--|---|---|-----------------|-------------|
| 7:00 pm  | Meet in Hotel Lobby for Networking Dine-around Dinners in Downtown La Jolla |   |                 |             |
| <b>7:30 pm +</b><br><br>Groups will organize in the hotel lobby at 7:00 pm |   | <b>Restaurant</b>                       | <b>Type</b>     | <b>Host</b> |
|  |   | Crab Catcher Restaurant & Seaside Grill | Seafood         | ??          |
|  |   | Piatti Ristorante & Bar                 | Italian         | ??          |
|  |   | Roppongi Restaurant & Sushi Bar         | Asian Fusion    | ??          |
|  |   | Whisknladl                              | American Bistro | ??          |

**Day Four (Conference) –Thursday, November 11th**

|                     |     |   |  |
|---------------------|-----|---|--|
| 8:00 am – 9:00 am   |     | Breakfast Roundtables   |  |
| 9:00 am – 10:15 am  | M   | Listening in Social Media: Tools and Strategies for Monitoring Your Reputation and Causes |  |
|                     | T   | Cloud Computing: The Reality Beyond the Hype  |  |
| 10:30 am – 12:00 pm | M/T | <b>Closing Plenary: Emerging Technologies</b>   |  |
| 12:00 pm            |     | Conference Closed   |  |