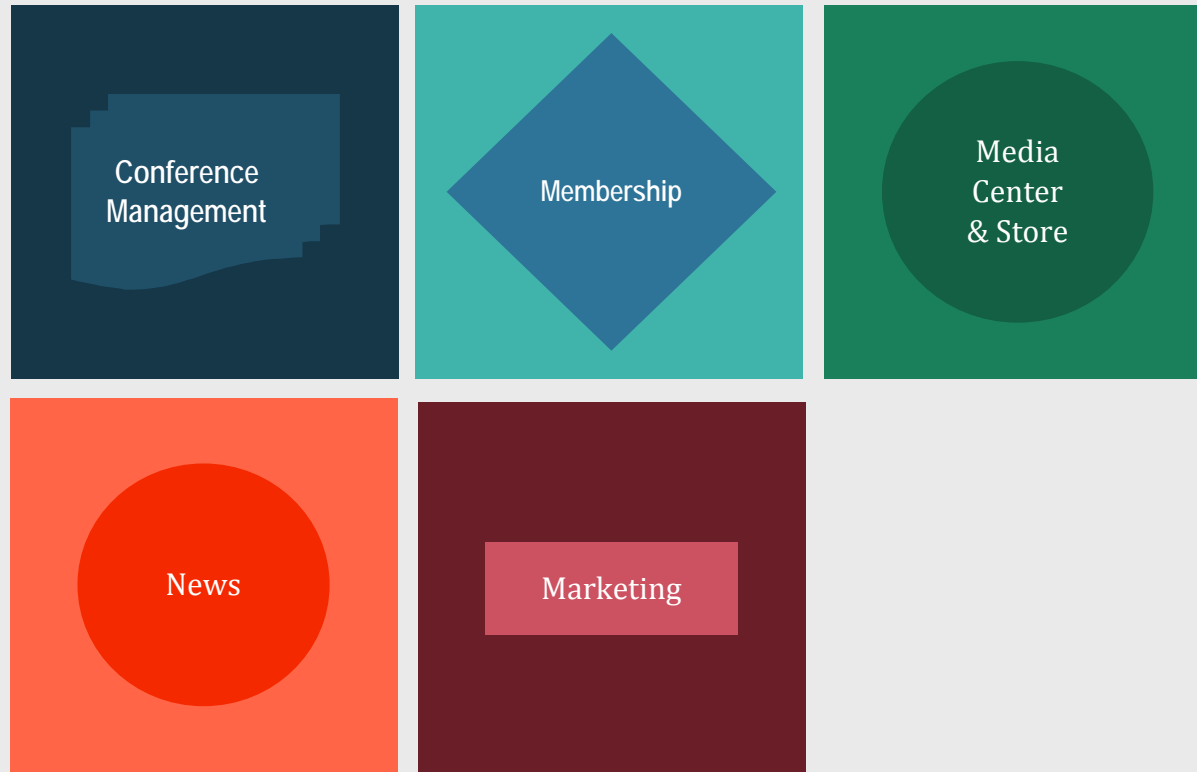


# Organization Business Process Flows

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



# CONFERENCE PROCESS

[< CONTENTS](#)

[< BACK](#) [NEXT >](#)

Click on a Category below to view business processes



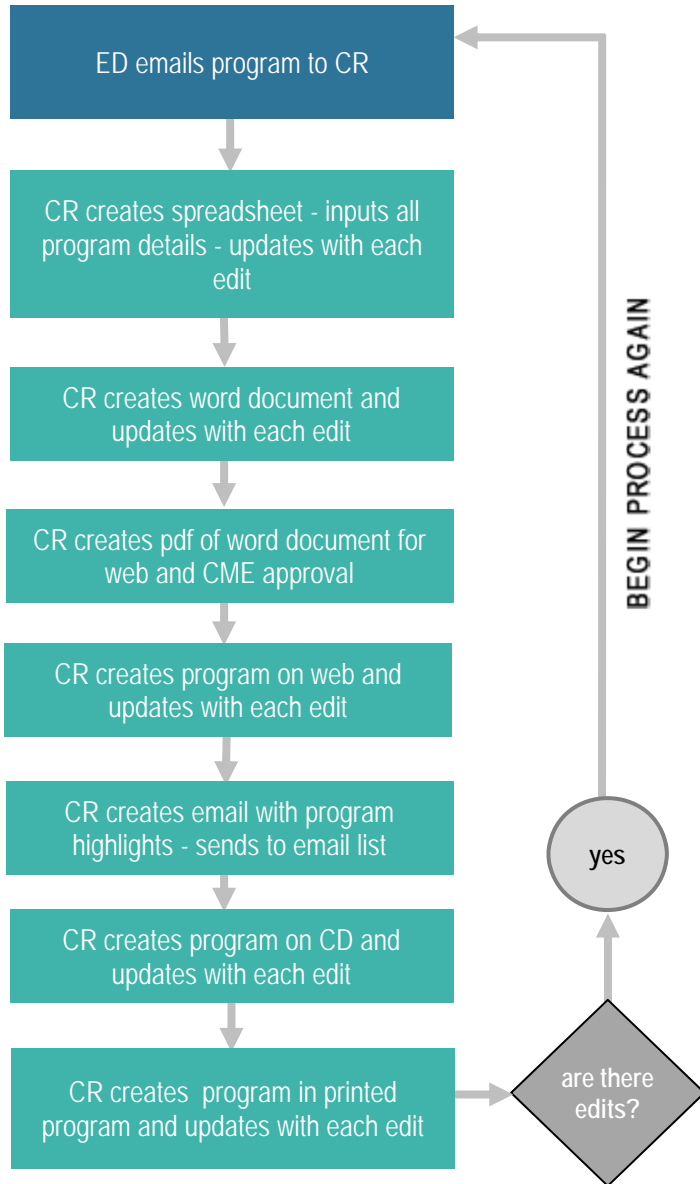
# CONFERENCE PROCESS - PROGRAM MANAGEMENT

< CONTENTS

> BACK NEXT >

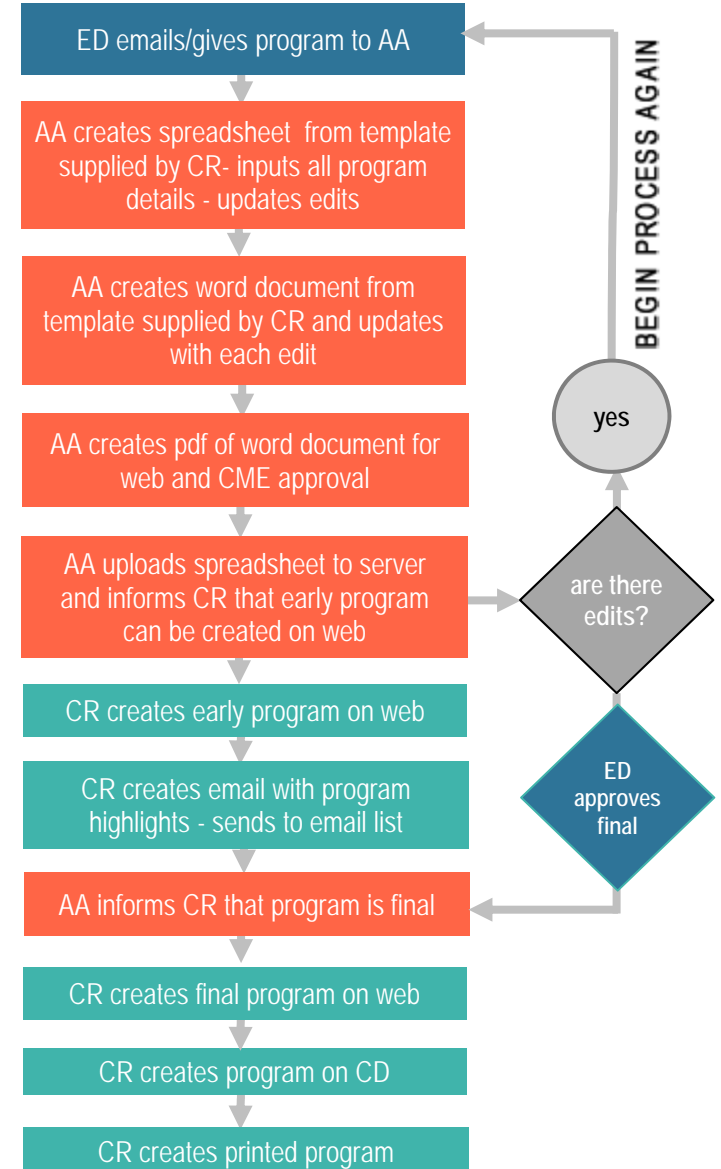
Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

## CURRENT PROCESS



Conference Program Edits  
776 Emails

## NEW PROCESS



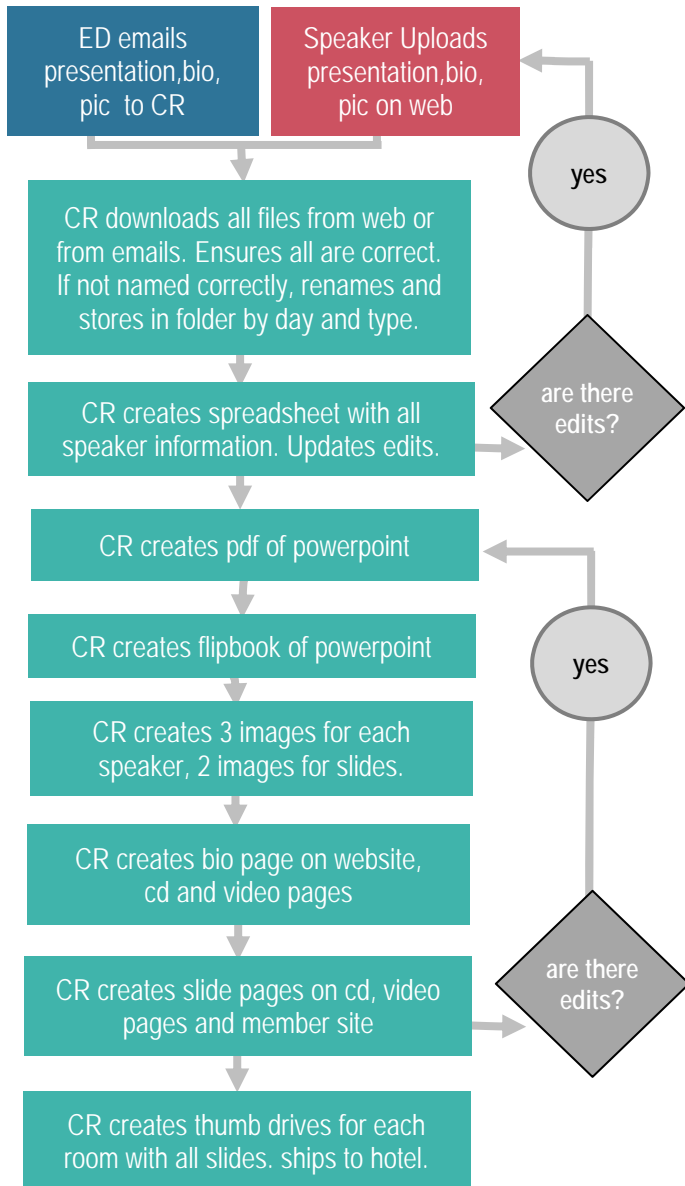
# CONFERENCE PROCESS - SPEAKER MANAGEMENT

< CONTENTS

< BACK NEXT >

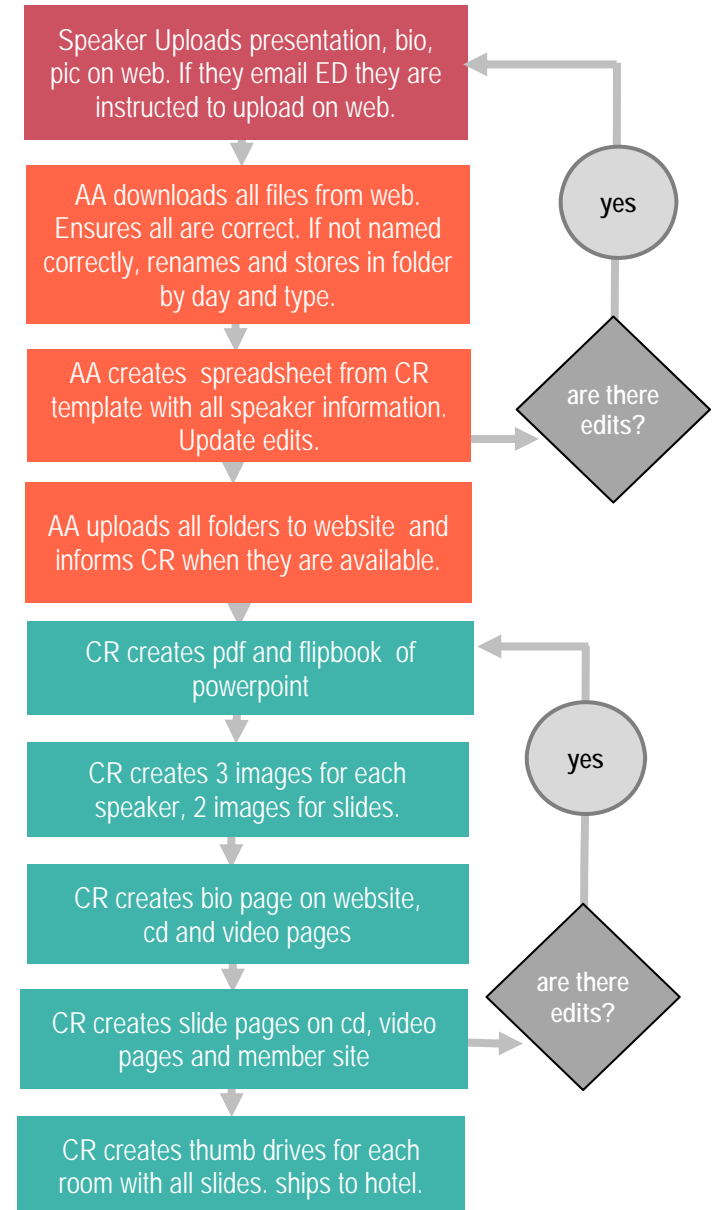
■ Speaker   
 ■ Executive Director (ED)   
 ■ CauseRoar (CR)   
 ■ Administrative Assistant (AA)

## CURRENT PROCESS



Conference Speaker & Presentation Edits - 541 Emails

## NEW PROCESS



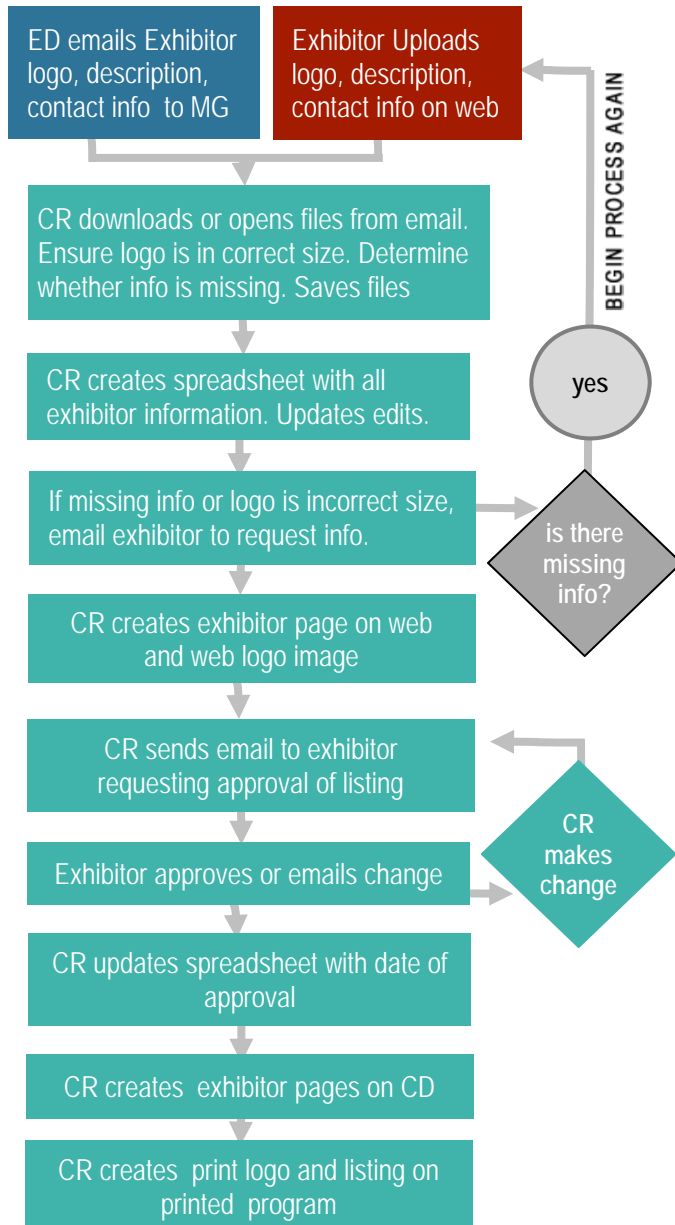
# CONFERENCE PROCESS - EXHIBITOR MANAGEMENT

< CONTENTS

> BACK NEXT >

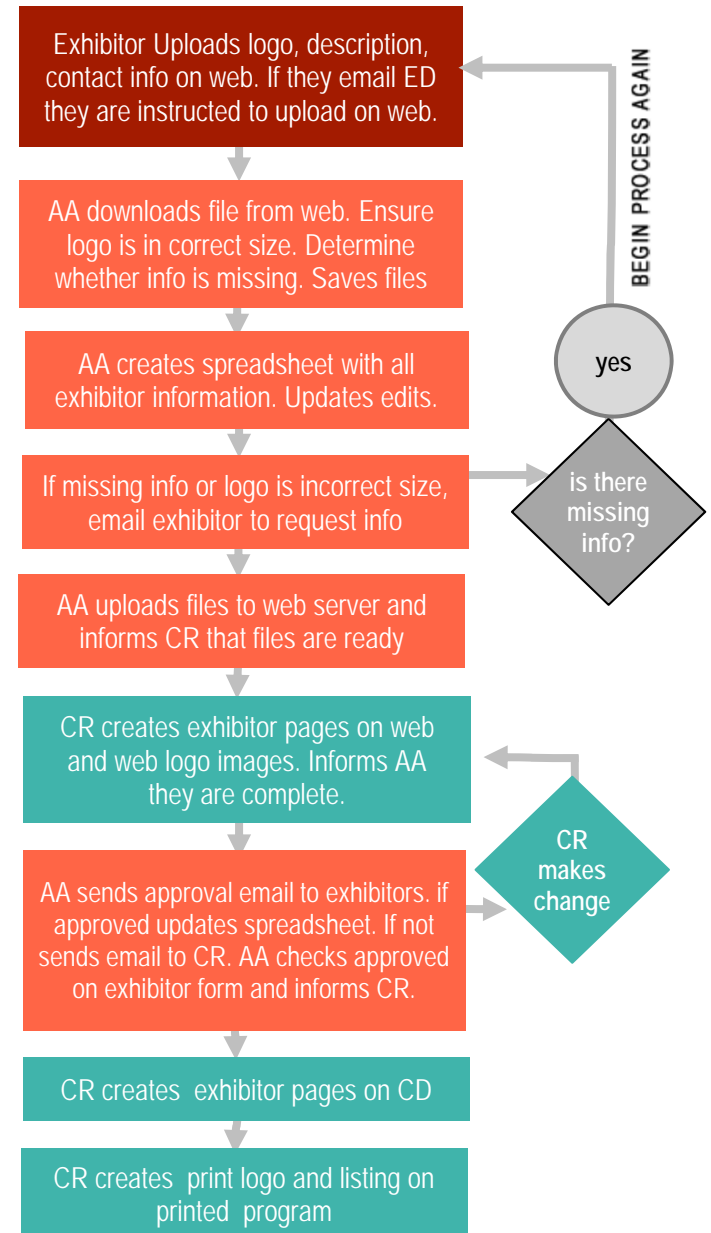
■ Exhibitor    
 ■ Executive Director (ED)    
 ■ CauseRoar (CR)    
 ■ Administrative Assistant (AA)

## CURRENT PROCESS



Conference Exhibitor Edits  
510 Emails

## NEW PROCESS



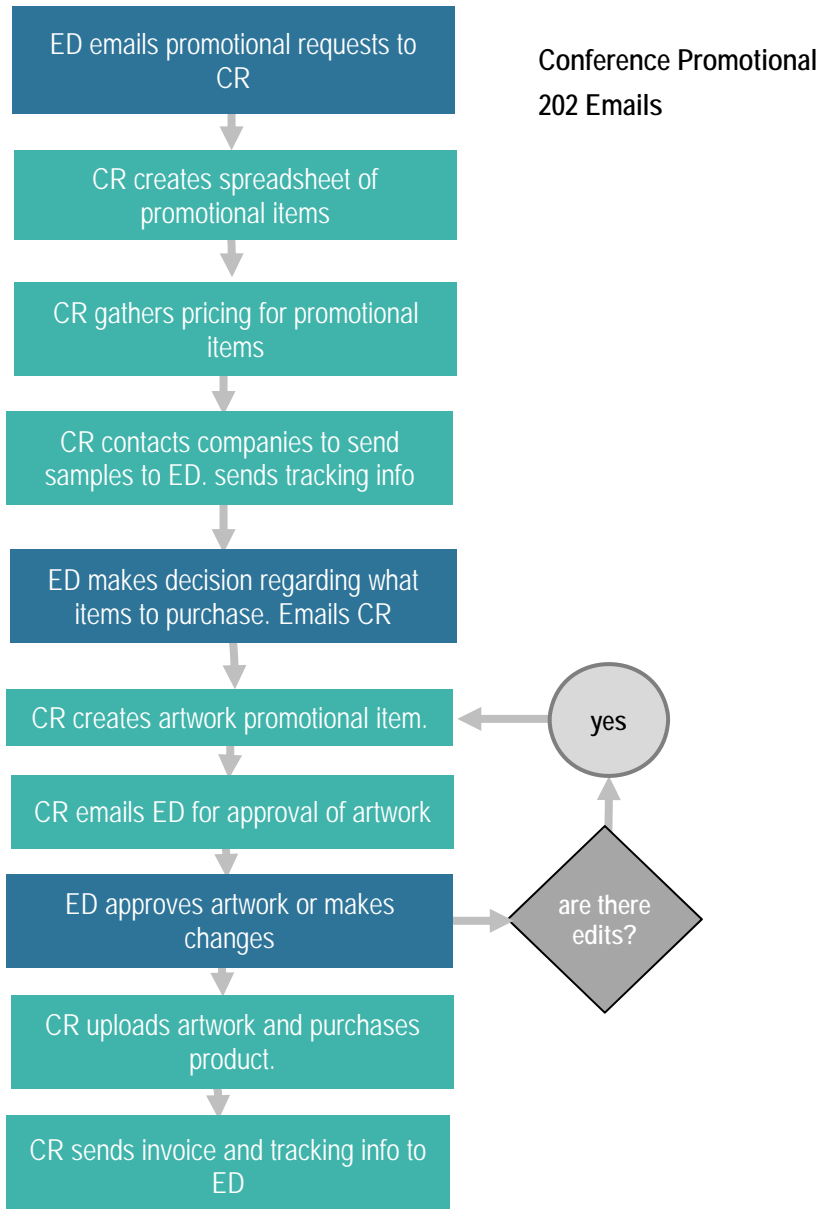
# CONFERENCE PROCESS - PROMOTIONAL MATERIALS

< CONTENTS

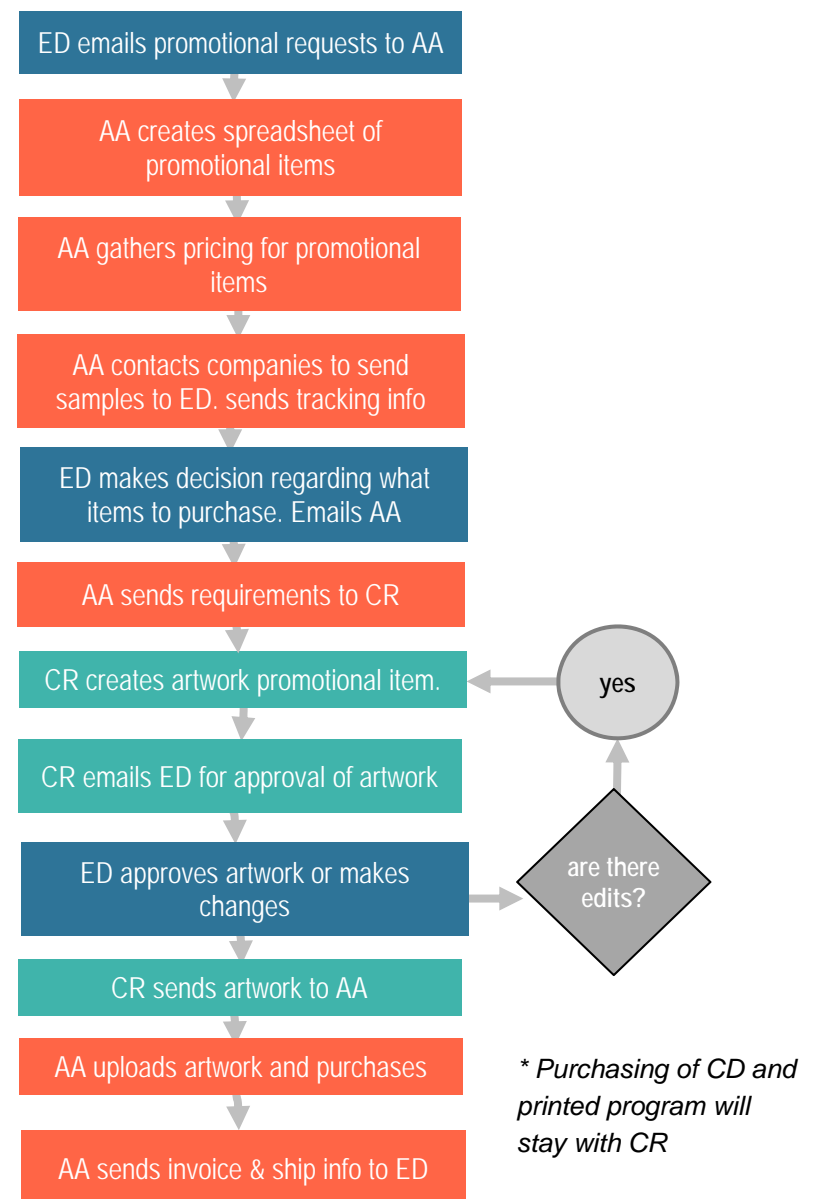
> BACK NEXT >

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

## CURRENT PROCESS



## NEW PROCESS



\* Purchasing of CD and printed program will stay with CR

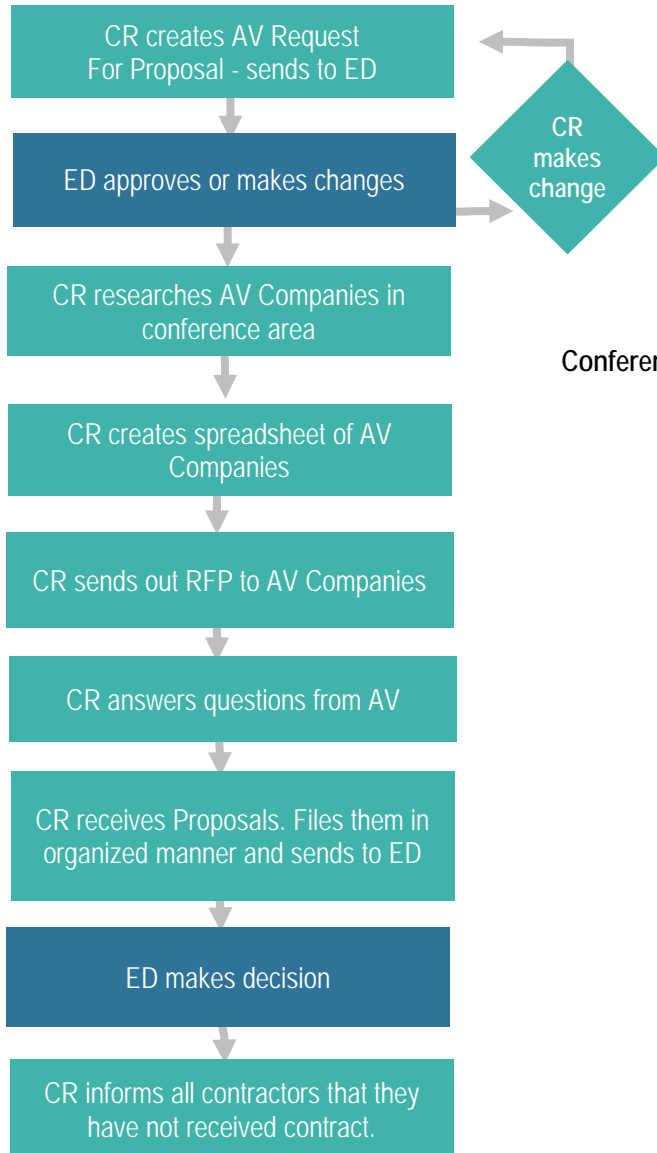
# CONFERENCE PROCESS - AV REQUIREMENTS

< CONTENTS

> BACK NEXT >

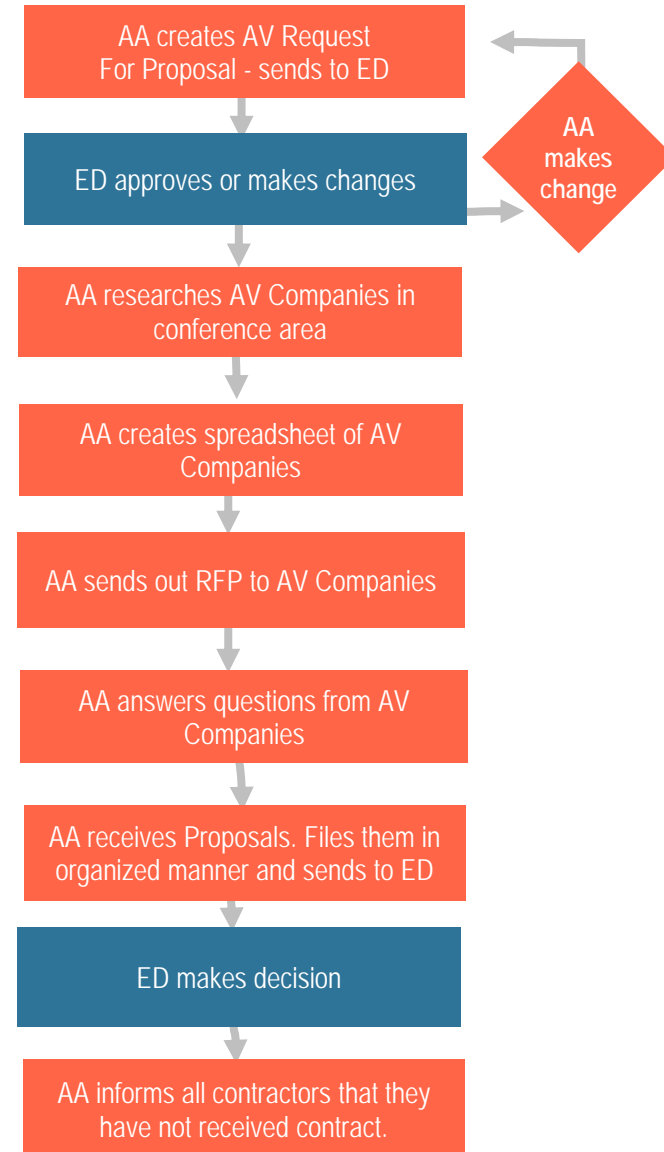
Executive Director (ED) CauseRoar (CR) Administrative Assistant (AA)

## CURRENT PROCESS



Conference AV - 197 Emails

## NEW PROCESS



# CONFERENCE PROCESS - VIDEO TAPING

< CONTENTS

> BACK NEXT >



Speaker



Executive Director (ED)

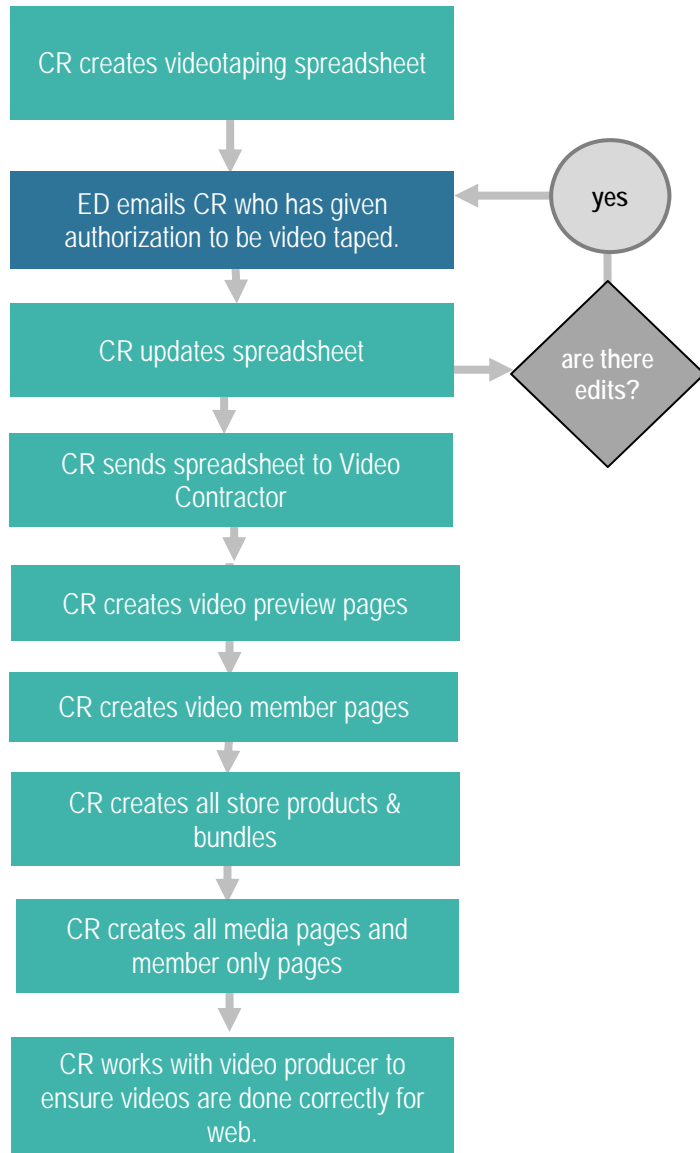


CauseRoar (CR)



Administrative Assistant (AA)

## CURRENT PROCESS



Conference Video Taping Edits  
85 emails

## NEW PROCESS



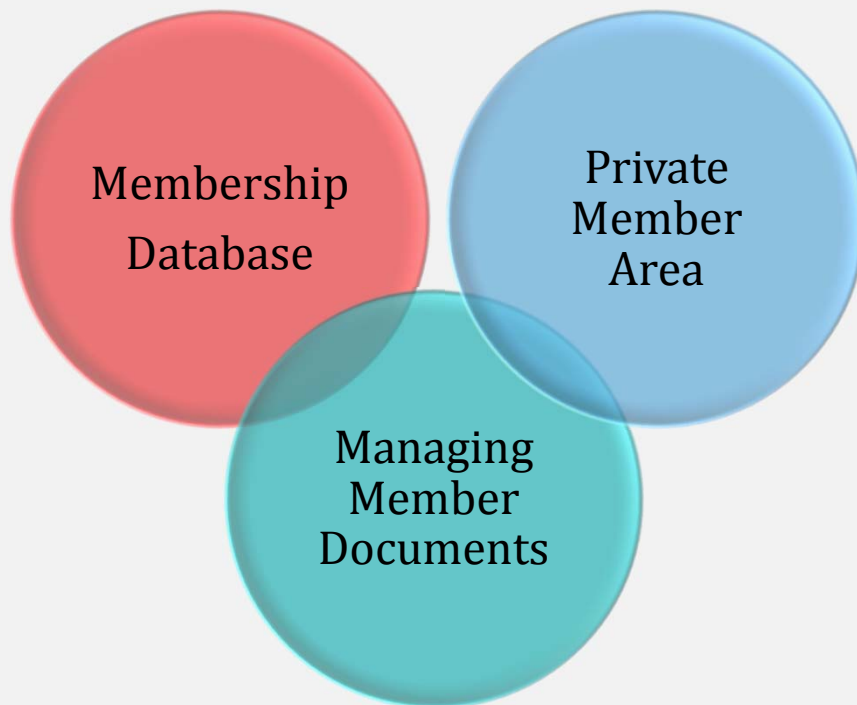


# MEMBERSHIP

[< CONTENTS](#)

[< BACK](#) [NEXT >](#)

Click on a Category below to view business processes




# MEMBERSHIP - MEMBER DATABASE

[< CONTENTS](#)

[< BACK](#) [NEXT >](#)

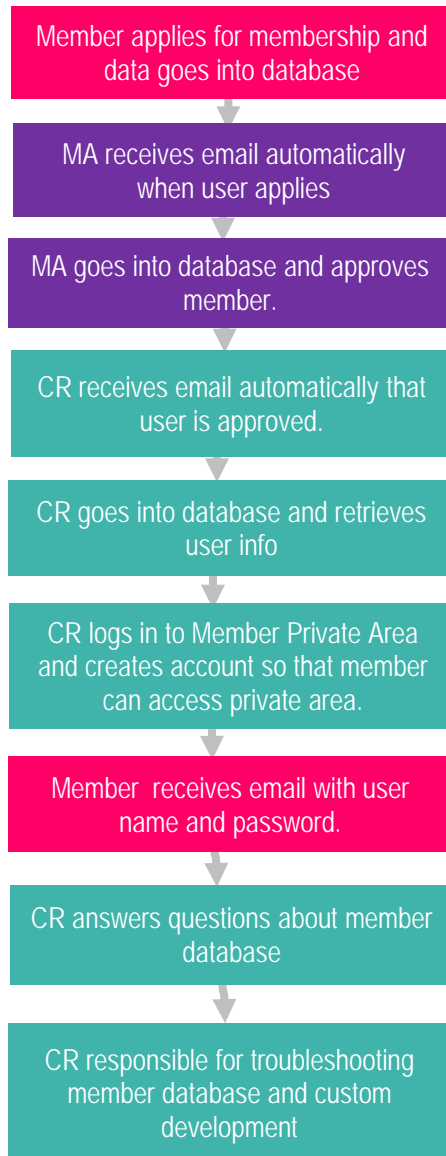
 Member

 Membership Administrator

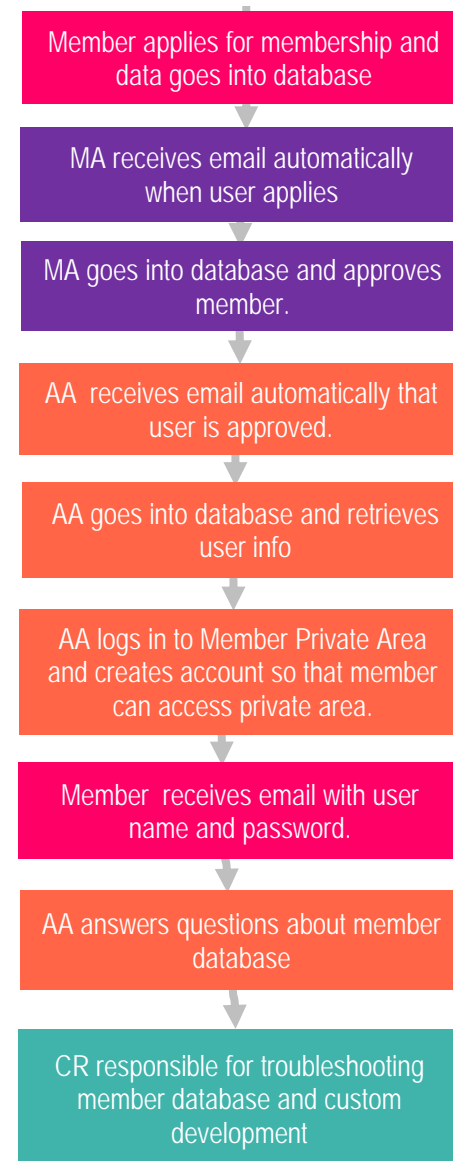
 CauseRoar (CR)

 Administrative Assistant (AA)

## CURRENT PROCESS



## NEW PROCESS



# MEMBERSHIP - PRIVATE MEMBER AREA

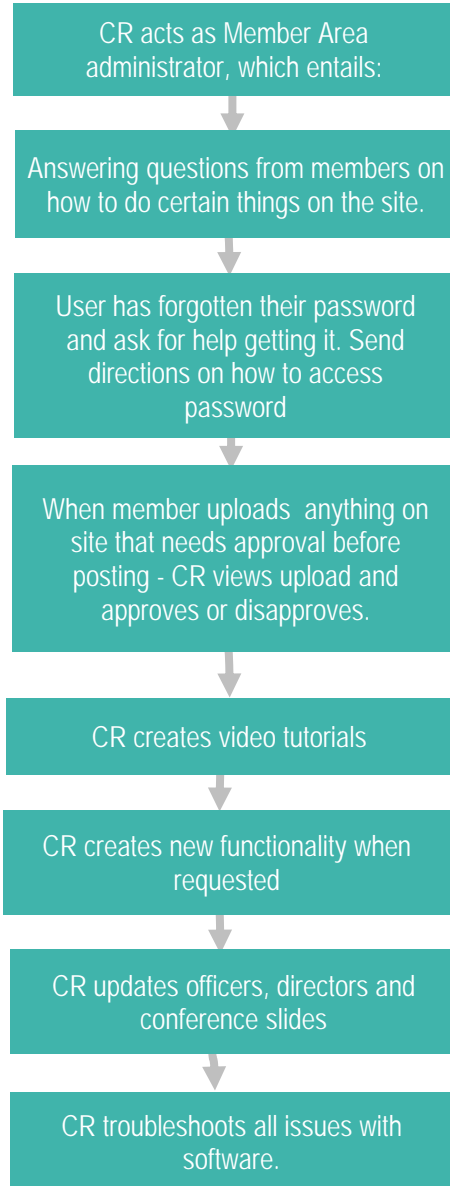
< CONTENTS

< BACK NEXT >

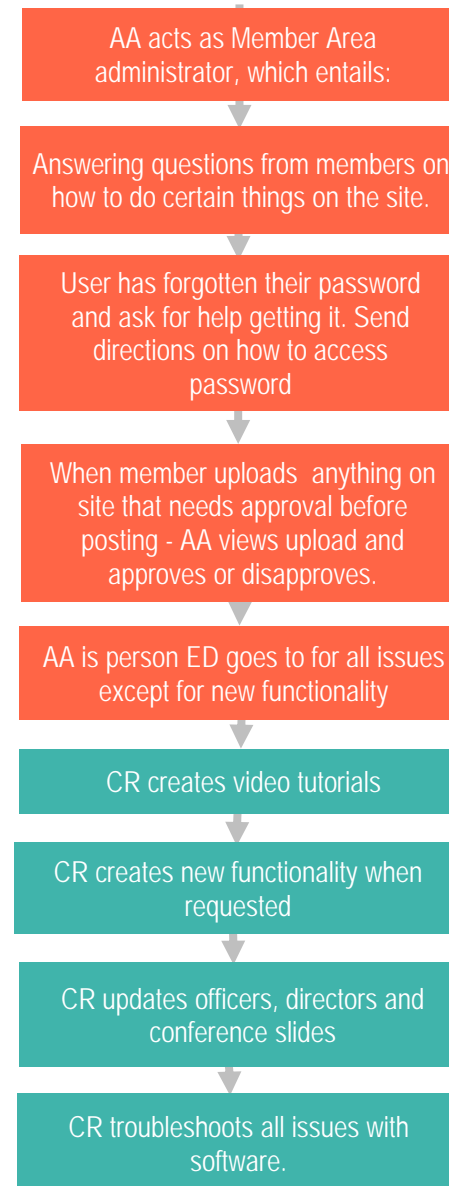
CauseRoar (CR)

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.

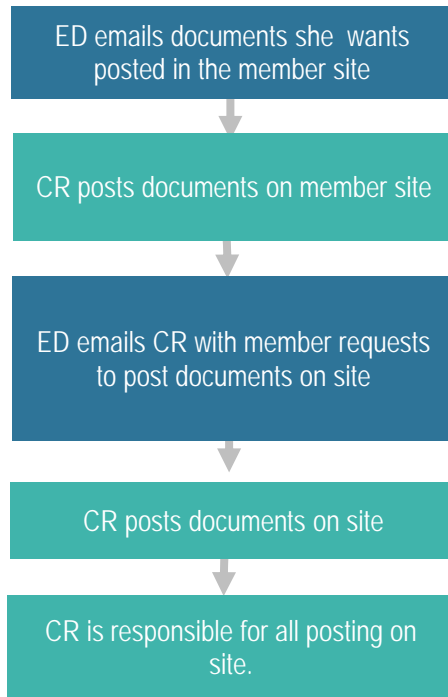
# MEMBERSHIP - MANAGE MEMBER DOCUMENTS

[< CONTENTS](#)

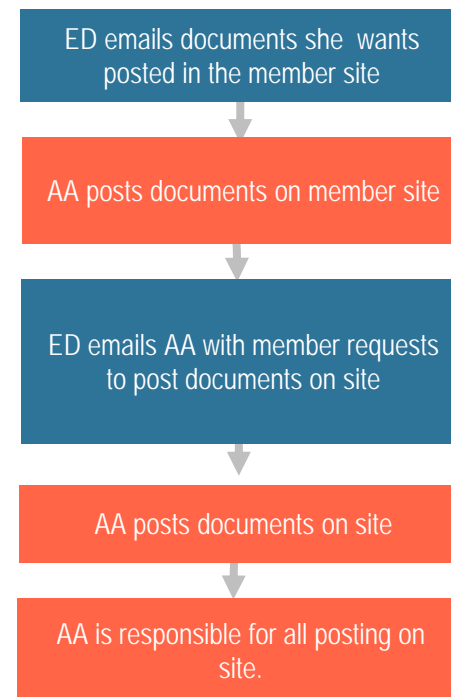
[< BACK](#) [NEXT >](#)

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

## CURRENT PROCESS



## NEW PROCESS

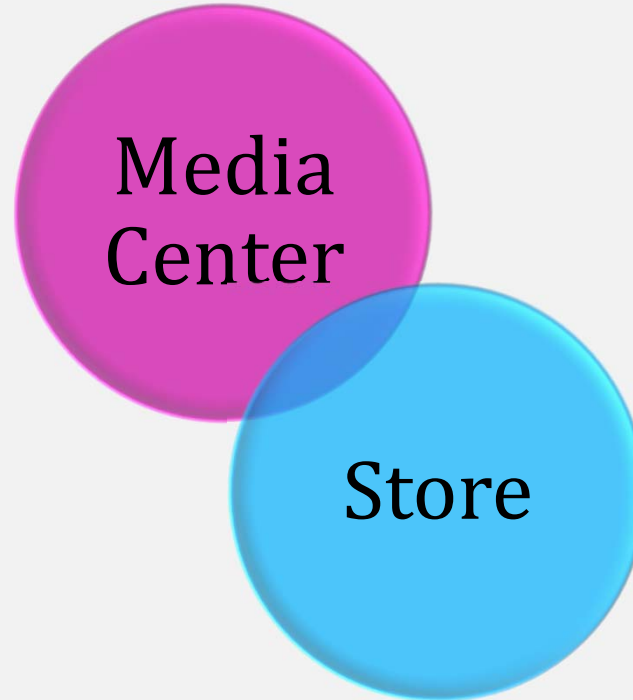


# Media Center and Store

[< CONTENTS](#)

[< BACK](#) [NEXT >](#)

Click on a Category below to view business processes



# MEDIA CENTER

< CONTENTS

< BACK NEXT >

■ CauseRoar (CR) ■ Administrative Assistant (AA)

## CURRENT PROCESS



## NEW PROCESS



# STORE - for all shipped product

< CONTENTS

< BACK NEXT >

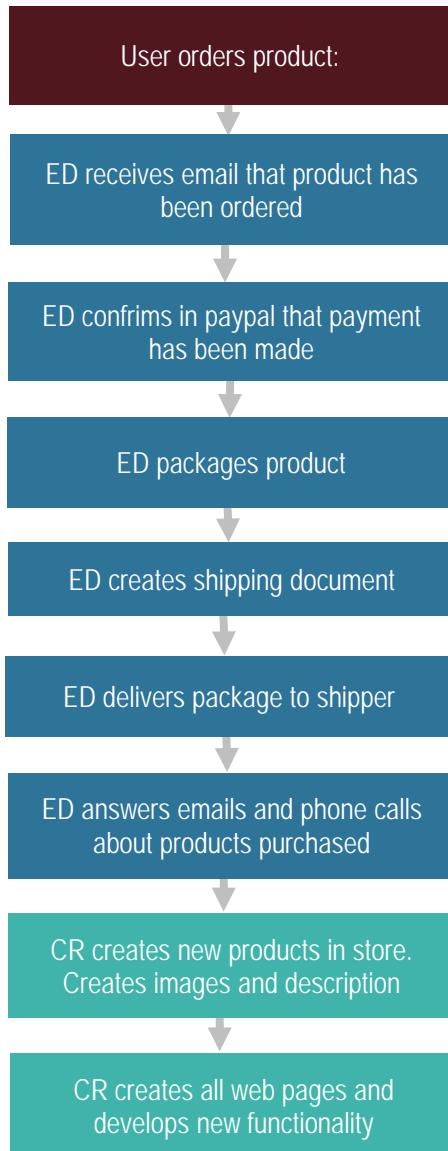
User

Executive Director (ED)

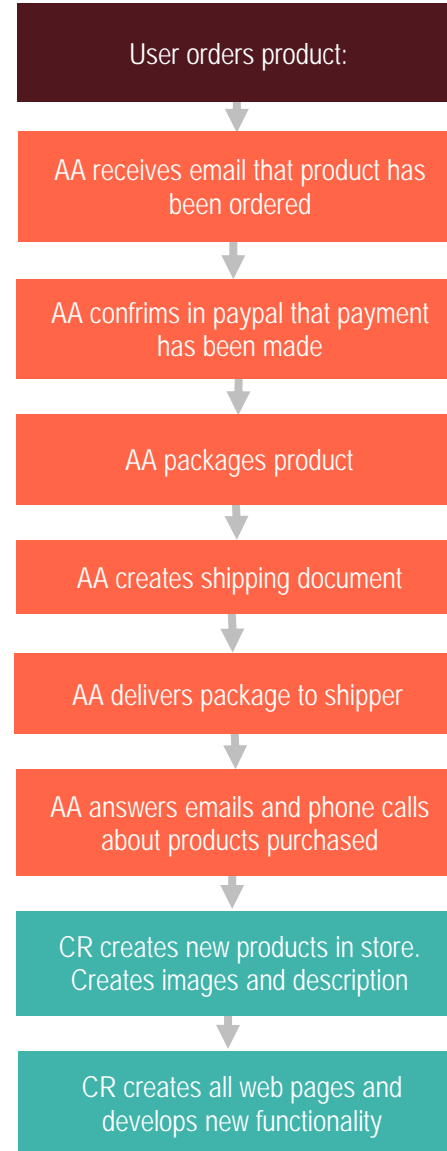
CauseRoar (CR)

Administrative Assistant (AA)

## CURRENT PROCESS



## NEW PROCESS



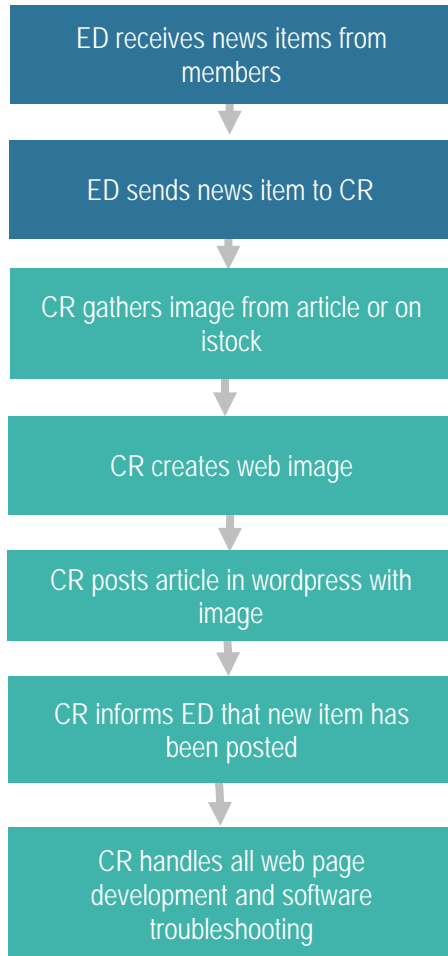
# NEWS POSTING

< CONTENTS

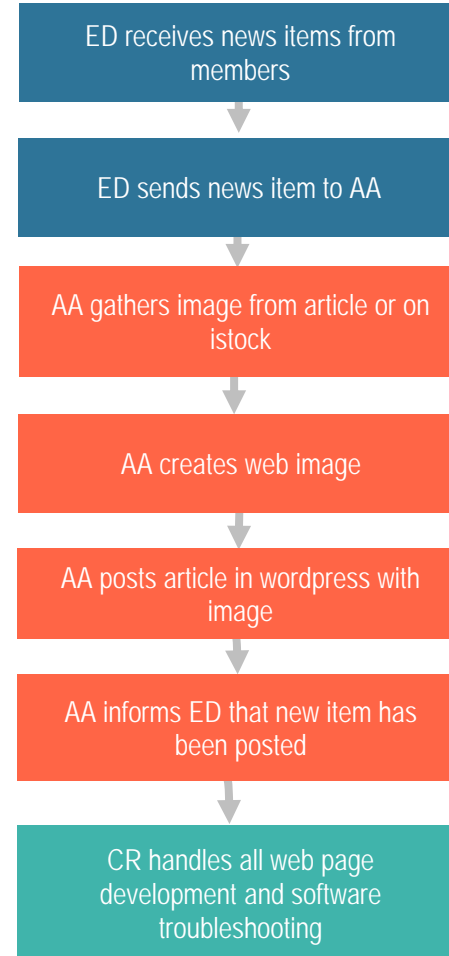
< BACK NEXT >

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

## CURRENT PROCESS



## NEW PROCESS





# MARKETING

[< CONTENTS](#)

[< BACK](#) [NEXT >](#)

Click on a Category below to view business processes



Email  
Marketing



Social  
Media

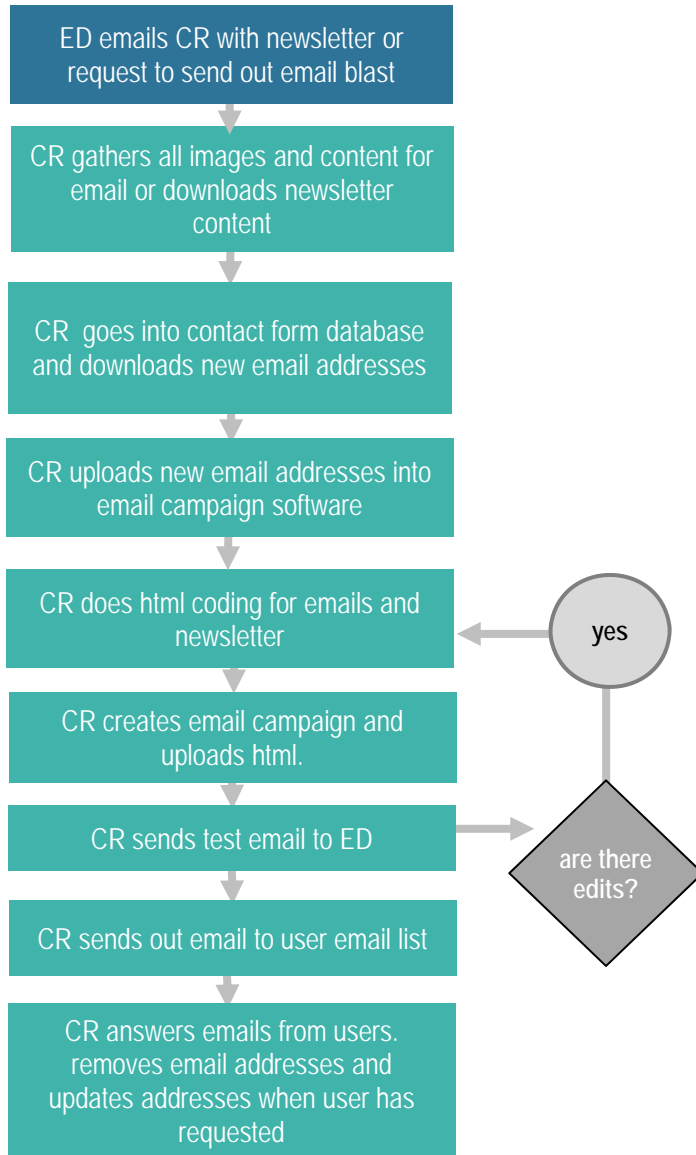
# MARKETING - EMAIL MARKETING

< CONTENTS

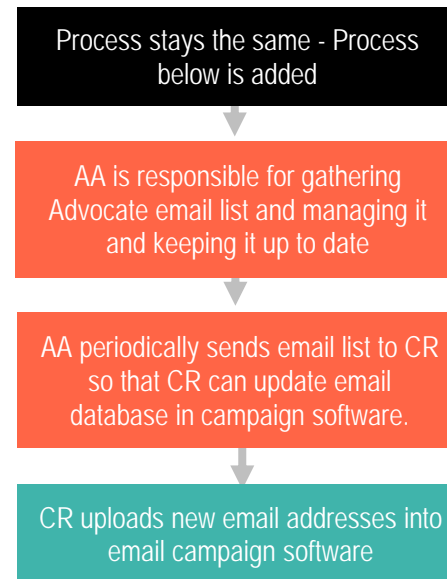
< BACK NEXT >

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

## CURRENT PROCESS



## NEW PROCESS



# MARKETING - SOCIAL MEDIA

< CONTENTS

< BACK NEXT >

Executive Director (ED)

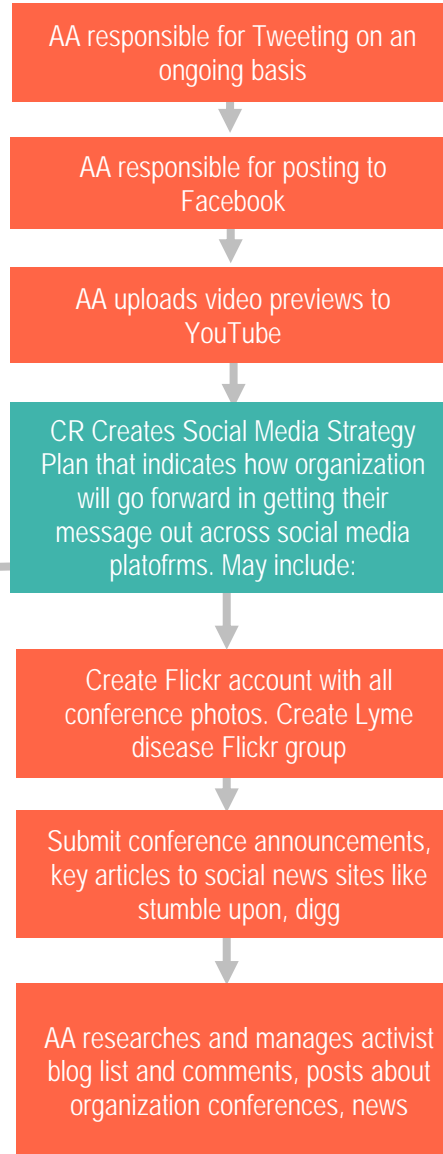
CauseRoar (CR)

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.*

