

Association Media & Publishing™ Annual Conference Deemed a Roaring Success 97 percent of attendees would recommend this event to other publishing professionals

(McLean, VA, July 14, 2009)—On June 4, 2009, nearly 300 association media and publishing professionals and industry partners gathered at the Capital Hilton in Washington, DC to discuss current trends, technologies and techniques in this ever changing publishing environment.

“Association Media & Publishing 2009 was an exceptional and welcoming experience for the attendees and the testimonials are still pouring in as a reflection” said Amy Lestition, CAE, Executive Director. “We were thrilled to be the ‘it’ conference this year by implementing a social community site, an interactive exhibit hall, and an engaging keynote luncheon.”

The day started early with roundtable discussions which were facilitated by an expert on the respected topic. Networking and concurrent sessions followed the roundtables and lead up to the keynote luncheon with Dan Roam.

Roam, author of *The Back of the Napkin: Solving Your Problems and Selling Your Ideas with Pictures* demonstrated a step-by-step approach for thinking visually. “This was a surprising, entertaining and thought-provoking session. Everyone was talking about this in the afternoon,” said Carolyn Slater, Manager of Publications for the Consumer Electronics Association.

Association Media & Publishing partnered with Hammock, Inc. this year to create a dynamic online conference community and live site that used real time social media to promote the conference and engage attendees. The sites allowed attendees to view photos and videos, read blog posts, forum discussions and tweets all pertaining to the conference. “The site enabled us to foster connections not only in person, but virtually as well,” stated Lestition. “Of course, the conference couldn’t have been such a success without the attendees.”

Brent Jacocks, Director of Publishing Services for the American Speech-Language-Hearing Association agrees, “What makes the Association Media & Publishing conference so special is the people who attend. As much as I look forward to attending the sessions, and can never attend all the ones I’d like to hear, the top attraction for me is talking to attendees, exhibitors, and Association Media & Publishing staff. The connections I make at the conference are a resource that I can access all year long.”

The conference was made possible through the generous support of the 2009 event sponsors:

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Association Media & Publishing (formerly SNAP) serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:

- Leads innovative approaches in community building, as shown by our use of social media, webinars and in-person learning opportunities;
- Hosts the preeminent recognition of industry and individual best practices via our Excel Awards and publications review program; and,
- Provides career advancement via an online career center, networking opportunities and lifelong learning experiences.

For more information, please visit www.associationmediaandpublishing.org.