

Why Attend the 2011 CoSIDA Convention?



Sunday-Wednesday, June 26-29, 2011
Marco Island Beach Resort, Marco Island, FL

CoSIDA's annual Convention, workshop sessions and networking opportunities are designed to help you think and grow as a professional. Our CoSIDA Conference is designed to make athletic communicators "think together".

Justifying your conference attendance to management can be challenging. With the current economy and athletic department cutbacks in professional development travel, much discussion is focused on the legitimacy of attending conferences.

The reality: conferences are among the most cost-effective methods to obtain education, information, networking opportunities, and professional connections; discuss real-world communications concerns; share best practice information. Given all the constraints on our time and money, these are key reasons that make conference attendance worthwhile.

The 2010 Convention in San Francisco created a great buzz among participants and presenters with a tremendous strategic and digital communications-based workshop program in an incredible city. A few months later in October of 2010, we shattered our annual membership totals and now have a record 2,600-plus members for 2010-11.

There is great momentum within our national organization, and opportunities exist year-round for professional development ... help us carry this momentum into 2011 and to Marco Island for the June 2011 national workshop! You will be challenged to consider new ideas, new strategies, new technologies. That's an invaluable investment towards your growth as an athletic communications professional.

When that happens, you will leave feeling energized, invigorated, and inspired.

The CoSIDA Convention gives you the best opportunity to:

- * Incorporate the ideas and information shared into becoming a better "intercollegiate athletic strategic communicator" in today's challenging and always-changing times
 - Anticipate and adapt to the challenges of tomorrow's opportunities
 - Help build an organizational culture that allows for continued success in our profession
 - Refresh your analytical skills and update your professional toolkit
 - See case studies and best practices from communications and athletic management leaders

- Meet the top communicators in our field. Ask them what keeps them motivated and rejuvenated on the job and glean valuable insight on their journey to the top. The conference is your golden opportunity to cultivate relationships with these industry leaders – what could be more motivating than that?
- Expand your knowledge base, improve your personal skills and network. See what your peers are doing, what are new trends in the industry, and where there's room for movement and improvement.
- Participate in break-out sessions specifically designed to stimulate your personal and professional growth. They will help you increase your ability to step up as a leader, influence others through powerful communication skills and develop a personal brand that is distinctly your own while vastly improve your chances for success.
- Focus on your critical NCAA/NAIA/CIS/NJCAA divisional issues and attend breakout sessions with a special focus on these divisional issues
- Participate in recognition of CoSIDA Hall of Fame, Academic All-America Hall of Fame and career awardees.
- Use the job placement services via the CoSIDA Career Center and Job Seekers Committee job boards and on-site interviews.
- Attend the annual business meeting.
- Interact with the Board of Directors and divisional representatives to discuss CoSIDA programs, affairs, concerns, and future meetings.
- Join in social events, both planned and informal.
- Carry out an important personal professional role- being a “participant” within your professional group
- Provides a wonderful opportunity for you to not only receive the benefits of being there but also provides you the opportunity “to give” as well to your colleagues and profession.

The Convention is AFFORDABLE

CoSIDA recognizes that membership resources vary from campus to campus, office to office, division to division. Annually, the CoSIDA Conference, with its high quality and interactive programming, **is arguably the most-affordable national conference in intercollegiate athletics.** Other conferences in athletics cost upwards of 2-3 times the amount that the CoSIDA conference does.

Our Board of Directors works diligently to help keep the CoSIDA registration fee affordable for everyone. The 2011 pre-registration fee of \$195.00 for CoSIDA members is the lowest among all the collegiate associations- by \$100 dollars. After CoSIDA's \$195 registration fee, NACDA ranks next at \$295.

- Enjoy the world-class, AAA 4-diamond Marco Island resort amenities at an amazing room rate of \$149.50 per night

Enhance Your Leadership Skills

- Get multiple perspectives on leadership in workshop sessions
- Conduct an interactive workshop session in the table topic format or at the digital technology summit. Present before your peers and share your interest and expertise
- Plan, coordinate and serve on a panel
- Serve on a CoSIDA Committee and meet during the Convention to review year-long goals and objectives and set new agendas for the next academic year

Connect and Learn with Your Peers

- Be among the more than 600 participants each year from diverse institutional and regional backgrounds
- Convention maximizes interactivity with a high ratio between speakers and participants and with breakout sessions for small-group work and discussion

- Network, network, network. Meet experts and colleagues to share tips to solve real-world communications issues and problems.

Enjoy FREE airport transportation services to and from Marco Island (on Saturday June 25 and Thursday, June 30 only)

- In another attempt to keep Convention costs affordable, if you fly into the Fort Myers Southwest Florida International Airport (RSW) on Saturday June 25 and depart on Thursday, June 30 – and enjoy the convenience of FREE airport to hotel, and hotel to airport shuttle service, courtesy of CoSIDA.
- **Forget about car rental expenses.** It is a 50-mile trip from the airport to the island resort. With this free transportation, you save time and car rental money because CoSIDA has contracted the services of **Naples Tour & Transportation, Inc.**, who will transport EVERY attendees who flies in on June 25 and out on June 30. You'll go online and register for this free service, give Premier your airline and flight information, and that's it – Premier will track your flight and you'll be met at the airport and brought to Marco Island. Then on Thursday, June 30, Premier will run continuous transportation from Marco Island to RSW.

Special notes: this service is offered only on Saturday, June 25 and Thursday, June 30 and is only available for those using Fort Myers' Southwest Florida International Airport. You can register for one-way transport as well.

Enjoy the Marco Island Experience

- Interact and socialize with leaders, colleagues and friends in a beautiful ocean front setting. Take time to tour and to gain impressions of the region and city of our conference. Recent cities like San Antonio (2009) and San Francisco (2010) were wonderful cities to visit and Marco Island will be unlike any other Convention location we'd had.
- One of the top Marriott "destinations" in the USA, the Marco Island Beach Resort is an AAA 4-diamond resort paradise located directly on the Gulf.
- In your free time, walk outside the hotel and enjoy a myriad of outdoor, beach activities, and water sports. Gather outdoors to enjoy CoSIDA informal and social outdoor receptions and gatherings. Explore Marco Island and the nearby Everglades.
- Count the fun, the exposure and the stimulation of the national meeting - which includes friendship and the enjoyment of place.

Excellent Networking Opportunities

CoSIDA conferences are attended by people all over North America representing college and university institutions and organizations. Take the time to meet new people and enlarge your circle of professional connections.

This is an excellent opportunity to find out what others are doing, obtain tips, troubleshoot problems, bounce ideas around, and make friends so that when you go back home you've extended the number of people you can collaborate with. There are endless opportunities to talk to other athletic communicators who face the exact same problems as you do. As you learn from others, you can form networks of people to talk with throughout the year.

Diverse Workshop Programming and Content

There's content for everyone! We've got presentations for newbies, experienced communications leaders, assistant directors and Assistant AD's, who come from small and large schools, public and private. From presentations on management styles, tools, crisis and strategic communications, you'll find something you can take back and use in your everyday work.

Hear inspiring Keynote Presenters

The CoSIDA Convention has a tradition of impressive keynote presentations and speakers who are industry leaders. Recent keynote presentations were given by former NCAA President Myles Brand, former White House press secretaries and strategic/crisis communication experts Kevin Sullivan (2009) and Ari Fleischer (2010).

Meet leaders in the field.

Shake hands, listen, exchange contact information. Meet the current and previous Presidents of the organizations, national athletic figures, speakers, presenters, CoSIDA leaders and our special guests and presenters who are leaders in intercollegiate athletics. These are the people who set the tone and tenor for our industry.

Share Like Experiences

CoSIDA meetings, sessions and social opportunities offer you the ultimate in networking and learning - the opportunity to exchange information, ideas, and perspectives in person, face to face, with your colleagues, sponsors and key presenters from PR and athletic leaders.

Innovative & diverse workshop programming, focusing on communications best practices and professional development

- Innovative programming: learn firsthand from industry experts
- Hear from national athletic leaders (AD's, NCAA, NAIA representatives) as they discuss global and national communications issues, review the role, challenges and expectations facing athletic communicators while offering solutions and assistance to help us with our every day concerns
- Interact with peers who share many of your same challenges and goals
- Keep up to date on new and emerging technologies
- Get immediate answers and solutions to issues within your organization (staffing, budget, time management, strategic communications, crisis communications, how to keep abreast of the social media/digital media explosion)
- Discover new products that can decrease expense, assist in raising awareness and exposure for your program/student-athletes and increase marketing revenue
- Walk away with "action ideas" that you can immediately implement once you return to work

The Exhibitor trade show

Making personal connections with the exhibitors is another huge benefit to attending the conference. One quick conversation could solve what you've been trying to resolve for months. Attendees can get free trials and hands-on training resources, learn about the latest technology software and hardware, and meet people they had previously only dealt with by email or phone.

- See the latest in technology and take part in hands-on demonstrations
- Hear new product announcements
- Get answers directly from CoSIDA sponsors and vendors on the exhibition floor
- Do some comparison shopping; compare products side-by-side in the exhibitor area
- Seek solutions and find new technologies
- Talk with others who are using or considering a product or service you are researching

Who Should Attend?

Everyone. There is something for every athletic communicators, regardless of your level of experience and tenure.

Again, the CoSIDA Convention is *affordable* and gives you a tremendous content-to-amount-paid ratio.

There's plenty of content for all levels of athletic communications to learn and apply ... You also might find that another organization is doing something similar to what you're doing and collaborate.

Top four reasons why you would send staffers to the Convention:

- Chances are very good it will make them better athletic communicators
- It's an event that inspires members. There are constant opportunities for professional growth; to enhance your department, your athletic communicator will benefit from this experience, especially after a rigorous academic year and heavy workload
- It's an event where athletic communicators learn about the best practices that work on like campuses and conferences, about relevant surveys, research and trends, and have opportunities for hands-on learning and training
- Attendees share what they learned with other CoSIDA members during the conference and after the conference.
- **Networking, networking, networking !**

Be a part of the solution! Create a stronger future for yourself, your department, institution or conference by attending the 2011 CoSIDA Marco Island Convention!