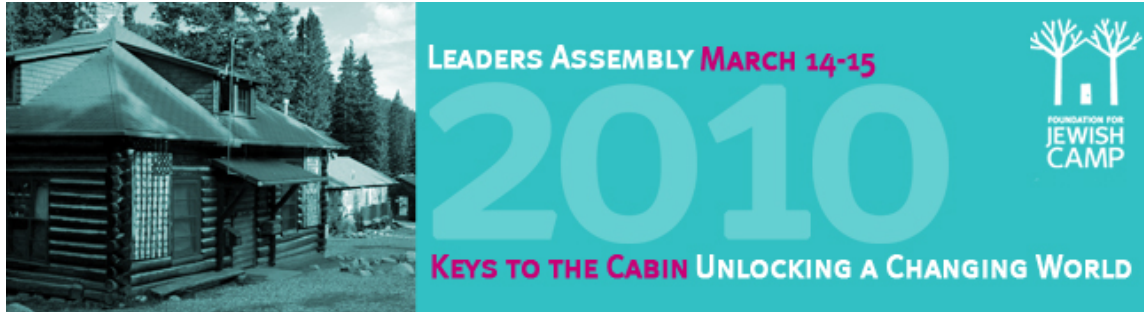


Schedule At A Glance*

Sunday- March 14

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|---------------|--|
| 9:30 am | Hospitality Room Opens |
| 11:00 am | Registration Opens |
| 1:30-3:30 pm | Opening Plenary
Keynote speaker: Mitch Joel, digital marketer, entrepreneur, blogger, visionary, and branding guru.
Author of <i>Six Pixels of Separation</i> |
| 4:00-5:15 pm | Session I <ul style="list-style-type: none">- Achieve Big Camp Enrollment While Maintaining that Small Camp Feel- A View from the Top of the <i>Migdal</i> (Tower): How to Use Camper Satisfaction Data- Building Your Board with Wisdom, Wow and Wealth- Creating Financial Sustainability for the Long Term- Everything is Illuminated: Engage Today's Generation of Russian-speaking Jews- Motivate and Retain Your Older Campers- Widening the Tent (Part I) |
| 5:15-6:30 pm | Break/ Hotel Check-in |
| 6:30 pm | Cocktails |
| 7:30-10:00 pm | Dinner and Evening Program |

* Schedule subject to change



Schedule At A Glance*

Monday- March 15

7:00 am *Shacharit*

7:30-8:30 am Breakfast

8:45-10:00 am Session II

- #Social Media 201: Focused Efforts, Real Results
- Engaging the Unengaged: How to Target New Markets
- What We've Learned from the Incentive Programs
- Mining Data for Recruitment Gold: Findings from FJC Market Research
- Preparing for a Crisis
- The Customer is Always Right
- The Greening of Your Camp

10:00-10:30 am Break

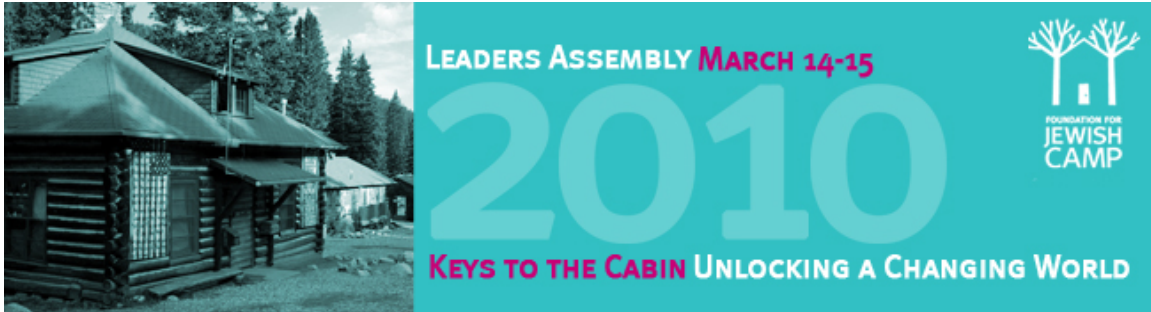
10:30-11:45 am Session III

- Building a Top-Notch Camp Brand
- Fundraising Around the Campfire: It Does Not Have to be a Scary Story
- Mission Possible! Mission-Driven Jewish Programmatic Change at Camp
- Telling Your Story: Free Media and What it Can Do for Your Camp
- Tools for Board's Effectiveness
- What's So Special about Specialty Camp?
- Widening the Tent (Part II)

12:15-2:00 pm Lunch and Closing

6:30pm Senior Camp Leadership Program Begins

* *Schedule subject to change*



Senior Camp Leadership Program*

This is a supplemental day of programming for camp directors, camp executive directors, assistant and associate directors

Monday, March 15

6:30– 7:30 pm Dinner and Program- “The Impact of Jewish Camp on the Jewish Community”

FJC will share the findings from the survey of Jewish camp’s core values and consider a new approach to articulating the field’s contribution to Jewish continuity.

8:00 pm Michael Wex, “Making Children into *Mentshn*”

A lighthearted and anecdotal look at what it means to be a *mentsh* and how a person becomes one. We'll see how traditional Jewish ideas of childhood lead to a system of moral education that owes as much to example as it does to instruction

9:15 pm Cocktails and Dessert

Tuesday, March 16

7:30 am *Shacharit*

8:00 – 9:00 am Breakfast and Program

9:15 – 10:45 am Refining and Aligning I- choose one of six sessions

Learn how to better differentiate your camp in the summer marketplace and increase your impact on campers by linking values, goals, and program design. Participants will choose to attend two out of six sessions that address some of the core values on which Jewish camps are based. Through a guided discussion, you will clarify goals, outline measurable outcomes, and identify key programmatic inputs that are considered best practice.

11:00 – 12:30 pm Refining and Aligning II- choose one of six sessions

12:45 – 2:00 pm Lunch and Closing Program

Camp professionals will network with fellow participants while sharing learnings from the morning sessions and considering fresh approaches to articulating new Jewish core value at their camps.

* *Schedule subject to change*