



Private Career Schools The Wave of the Future

Agenda

Thursday, October 22, 2009
(Two professional development hours.)

- 3:00 - 4:00 Registration
- 4:00 - 6:00 Workshop:
Recruit and Retain with
Social Networking
- 6:00 - 7:00 Cocktail Reception
Exhibitor Visits

Friday, October 23, 2009
(Eight professional development hours.)

- 7:00 - 8:00 Breakfast/Registration
- 8:00 - 9:00 Opening General Session
- 9:00 - 10:30 Workshop:
e Best Practices to Implement
eLearning into Your Program
- 10:45 - 12:00 Workshop:
Accreditor's Panel
- 12:00 - 12:45 Lunch
Exhibitor Visits
- 12:45 - 2:15 Workshop:
Influencing the Key
Factors for Retention
- Workshop:
Power to the Professor &
Success for the Student
- 2:30 - 3:45 Workshop:
ADA Title III - What You
Need to Know
- Workshop:
Integrating Social Media
into Your Marketing Mix
- 4:00 - 4:30 Wrap-Up Session



You are Invited to Attend the Massachusetts Association of Private Career Schools (MAPCS) Annual Conference.

Where: DCU Center
Worcester, Massachusetts

When: October 22 & 23, 2009

Why: It's the place to learn and get
connected with the private career
school industry!

MAPCS has undergone a transformation over the last year. We are back, revitalized and ready and able to serve. Come celebrate the new MAPCS and take advantage of the educational experience the MAPCS Conference offers.

The two-day program will feature numerous educational workshops and exhibits, as well as networking and constructive interaction with legislators, regulators and public officials.

Current Sponsors

Platinum

Cengage Learning
Elsevier
Milady

McGraw-Hill College Division
Lippincott Williams & Wilkins
Pearson Learning Solutions

Silver




Nelnet Business Solutions
Premier Education Group

Bronze

TopSchool Inc.



Program Details

Fees	Registration	Advertising	Sponsorship
	Members Thursday Only \$75 Members Friday Only \$100 Members Full Program \$175 Non-Members Thursday Only . \$125 Non-Members Friday Only \$150 Non-Members Full Program \$275	Back Cover\$400 Inside Front/Back Cover\$300 Full Page\$200 Half Page\$100	Platinum\$1,000 Gold.....\$750 Silver\$500 Bronze\$300
<p>October 22, 2009</p> <p>4:00 pm - 6:00 pm</p> <p>Platinum Sponsor</p> <div style="text-align: center;">  </div>	<p>Recruit and Retain with Social Networking</p> <p>Presented By: Gerard McAvey, Senior Marketing Manager Milady, a Part of Cengage Learning</p> <p>What's a Twitter?? Is it contagious?? How do I use Flickr to post photos? Can I communicate to my students (and customers) with a YouTube video? Okay.....then how the heck do I get started? What do I need to buy? How much will it cost? Would you like a hands-on tutorial on these and some additional new technologies? Would you like to receive some integral "user-guides" demonstrating exactly how you can get started incorporating some (or all) of these marketing techniques once you get back to school? Do you have a few pop-culture related inquiries or questions about technology that make you go huh? Cell phones, flip video cameras, and laptops are welcome, in fact you are encouraged to bring them.....you'll see why!</p>		
<p>October 22, 2009</p> <p>6:00 pm - 7:00 pm</p> <p>Platinum Sponsor</p> <div style="text-align: center;">  </div>	<p>Cocktail and Networking Reception</p> <p>The MAPCS Cocktail and Networking Reception is a great time to catch up and reconnect with your friends and colleagues in the private career school industry.</p> <p>Plus, during the reception you will have the chance to visit with the conference sponsor tabletop displays.</p>		
<p>October 23, 2009</p> <p>8:00 am - 9:00 am 4:00 pm - 4:30 pm</p>	<p>General Sessions</p> <p>During the morning general session MAPCS will conduct its Annual Meeting and attendees will hear from Mary Jayne Fay from the Massachusetts Office of Proprietary Schools. The afternoon wrap up session will give vendors the chance to distribute door prizes and give conference attendees the chance to learn what's new and coming up for MAPCS.</p>		
<p>October 23, 2009</p> <p>9:00 am - 10:30 am</p> <p>Platinum Sponsor</p> <div style="text-align: center;">  </div>	<p>e Best Practices to Implement eLearning into Your Program</p> <p>Presented By: Ronnie Ellen Kramer, Ph.D., President Communication Dynamics, Inc.</p> <p>From learning what eLearning is to practical implementation information, this session will provide educators of various online education expertise with a wealth of solutions to issues you face everyday. Participants will understand the benefits of eLearning, such as increasing student access, providing an engaging student learning experience, and offering easy implementation tools for faculty. Additionally, attendees will learn about the administrative, organizational, and technological decisions necessary to implement eLearning into your program.</p>		



Program Details

<p>October 23, 2009 10:45 am - 12:00 pm</p>	<p>Accreditor's Panel</p> <p>During this workshop you will learn what procedures and steps are required for your school to undertake the accreditation process. Each panelist will provide an overview of their accreditation program. Ample time will be provided for your questions.</p> <p>Dr. Albert Gray, Executive Director & CEO, ACICS Christopher Lambert, Director of External Affairs, ACCSCT Dr. Anthony Mirando, Executive Director, NACCAS Carol Moneymaker, Executive Director, ABHES</p>
<p>October 23, 2009 12:45 pm - 2:15 pm</p> <p>Platinum Sponsor</p>  	<p>Influencing the Key Factors for Retention</p> <p>Presented by: Dr. Scott Fitzgibbon, President Fitzgibbon and Associates, An Affiliate of The Pacific Institute</p> <ul style="list-style-type: none"> • Learner-Centered Teaching • Establishing motivational conditions. • Using cognitive dissonance to an instrument to spur learning. • The Principles of Persistence • The Aha that every educator has always known, but doesn't always apply.
<p>October 23, 2009 12:45 pm - 2:15 pm</p> <p>Platinum Sponsor</p> 	<p>Power to the Professor & Success for the Student</p> <p>Presented by: Robert Onorato, TeamUp, Faculty Programs Consultant Cengage Learning</p> <p>This session will discuss and demonstrate methods and techniques that will activate teaching, integrate retention into the classroom, develop success through persistence, and connect students to their professors through meaningful learning.</p>
<p>October 23, 2009 2:30 pm - 3:45 pm</p>	<p>ADA Title III – What You Need to Know</p> <p>Presented by: Kathy Gips, Director of Training New England ADA Center</p> <p>Do you know: Who is a “person with a disability” under the ADA and what your obligations are? Whether you can require medical documentation when you get a disability related request? What are auxiliary aids and services and when they need to be provided? Whether a monkey can be a service animal? What to do if you get a request for a scent-free room?</p>
<p>October 23, 2009 2:30 pm - 3:45 pm</p> <p>Platinum Sponsor</p> 	<p>Integrating Social Media into Your Marketing Mix: easy as 1-2-tweet!</p> <p>Presented by: Andrea Shaw, AVP, Dir. of Marketing, Pearson Learning Solutions Sally Bemis, President, 360 Marketing</p> <p>Dive into the world of social media with this interactive session, where you'll learn how to use platforms such as Twitter and Facebook to power through market challenges (such as recruitment, retention and engagement, placement) and connect with your audience in their community. Gain hands-on experience using social media tools during the session and learn the simple, effective steps to successful social media marketing.</p>



Sponsorship and Advertising



You can demonstrate your support for private career schools and increase their visibility in the Massachusetts marketplace by becoming a MAPCS conference sponsor.

Platinum Sponsor \$1,000

Platinum sponsors are funding the conference workshops and speakers.

Gold Sponsor \$750.00

Gold sponsors are funding the conference cocktail and networking reception.

Silver Sponsor \$500.00

Silver sponsors are funding the conference lunch.

Bronze Sponsor \$300.00

Bronze sponsors are funding the conference continental breakfast.

What Sponsors Get

- ✓ A table-top exhibit to promote your company product or service during the conference.
- ✓ Access to a large number of the state's private career school faculty, owners, and administrators, all at one time and in one place.
- ✓ Your logo on the MAPCS website, linked to your company website.
- ✓ A sponsorship sign and ribbons for all company personnel attending the conference.
- ✓ Special recognition at the event you are sponsoring, in the marketing materials and in the conference program book.

Advertise in the Conference Program Directory

Place your ad in the 2009 MAPCS Annual Conference Booklet and increase your exposure to the Massachusetts private career school industry.

All rates are net, non-commissionable. Inside ads will be printed in black and white. Cover ads will be printed in color. Ads must be camera-ready. Acceptable formats include JPEG, TIFF and EPS.

Ad Sizes and Rates

Back Cover	4.5" x 7.5"	\$400
Inside Front or Back Cover	4.5" x 7.5"	\$300
Full Page	4.5" x 7.5"	\$200
Half Page	4.5" x 3.75"	\$100

