

# METROPOLITAN CLUB FOUNDATION'S

## SPRING TECHNOLOGY WORKSHOP

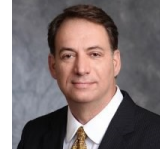
THURSDAY, APRIL 30, 2015



Morning Session - by Paul Hattimer, CCM of Hattimer Search & Social Media

### **LinkedIn - How to Dress for Success on the Internet**

*Why and How we do Social Media  
Understanding the Power of Connections  
Audiences for Whom You Create Your Profile*



### **Multiplatform, Multimedia and Multigenerational - A Multiple Plan for Club Communications**

*Broadcast E-mail, Websites and Social Media  
Private Networks and Mobile Apps  
Member Engagement in Club Communications*

Afternoon Session - by Ed Closs of Expert Club Software

### **Club Culture & Technology Integration**

*Integrating Technology without Upsetting the "Club Culture"  
Who are your Members and How Do they Want to Communicate*



### **Document Storage**

*History of Paper and Document Storage  
Benefits of Digital Storage  
Future of Document Storage and Software Implementation*

### **Clubs Looking Forward**

*Hurdles of Clubs Embracing Future Technology  
Technology Trends to Watch for in the Club Industry  
Economic Effects and Technology Drivers for Clubs*

## **Woodmere Club**

99 Meadow Drive - Woodmere, New York 11598

**9:30 a.m. Registration**

**10:00 a.m. – 4:00 p.m. Education (Lunch Included)**

2015 MCF Spring Workshop - Thursday, April 30, 2015

This form is for payment only, which must be received prior to the event.

Attendee names should be e-mailed to [info@metcf.org](mailto:info@metcf.org) to register for the event.

Checks should be made payable to MCF and mailed to 49 Knollwood Road in Elmsford, NY 10523.

**\$65 for the 1st Attendee - \$50 for the 2nd Attendee - \$30 for Each Additional Attendee**

Club: \_\_\_\_\_

# of Attendees \_\_\_\_\_ \$ Amount Enclosed \_\_\_\_\_

NEW: 20-Minute Session from **First Flight Photography** on the use of drones at private clubs. Topics include:  
-The FAA's position on drone use  
-Types of drones and common uses  
-Prohibited drone use  
-What to look for in a drone service provider  
-Noise and privacy issues  
-Drone operator insurance.