

2006 NABE Communications Section Workshop

**RISING TO THE TOP OF
BAR COMMUNICATIONS**

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BREAKOUT SESSION

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**60 Technology Tips
in 60 Minutes**

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60 Technology Tips in 60 minutes

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Keep Your Data Clean

- Clean up membership data closest to the source
- Use active methods instead of passive methods
 - Optimize the use of your AMS
 - Use active outside applications

Single/Unified Login for Your Web Site

- Only require members a single username and password for your internal and externally hosted web sites
- Consider Web services
- Include functionality in your RFP for new systems

Wireless Bridge

- Use a wireless Bridge (different than an Access Point) to connect a hard to wire location.
- A wireless bridge picks up the signal from a wireless access point and can convert it into a wired connection.

Speaker Technology

- Provide a computer in each presentation room connected to the Internet
- Allow presenters to upload their content to the association Web site prior to the conference
- Speakers can run their presentation by downloading it from the association Web site

Web site Currency Conversion

- Provide real time currency conversion in your online store
- Program your Web site to show the currency conversion based on the country of the person logged in
- Several online Web services, Google currency conversion web service

Address Verification on your Web site

- Provide real time address verification on your Web site using a Web service
- Program your Web site so that when a member provides an address you convert it to USPS format.
- Google CASS certification web service

Use Instant Messaging as a Workplace Tool

- Provides quick access to groups of workers
- Quicker than email, less intrusive than face-to-face
- Does not replace need for real face-to-face communications when necessary
- Great for remote workers or telecommuters

Project Management

- Don't skip this function!
- Define the scope of work
- Get sign off from staff at major milestones
- Helps staff become a partner with IT when working on projects (e.g., projects will look more like association projects than technology projects)

Google Alerts

- Setup Google Alerts to watch for keywords on newly indexed Web pages
 - Association name
 - Industry leaders
 - Competition
 - Your name
- Look at the >>more link on the Google page

USB Key Uses

- File Storage
 - Encrypted storage of system passwords
 - Internet Browser shortcuts to use on multiple computers
 - Install applications that you don't want on your computer
 - Even Firefox web browser can be installed on a USB Key
- http://portableapps.com/apps/internet/browsers/portable_firefox

Have Fun with Tech Gadgets

- USB Beverage Cooler



- USB Beverage Warmer and 4 Port Hub



Use Google on your Cell Phone

- Send a text message to
 - 46645 (GOOGL) <without the E>
 - Enter zip code and word (e.g., 80020 Pizza)
- Google will text message you back addresses and phone numbers that match

Where to Find replacement parts?

- EBAY (<http://www.ebay.com/>)
- Craig's List (<http://www.craigslist.org/>)

Use Third Party Spam Filtering

- Postini
- SpamCop
- Google (spam blocking)

Backup over the Internet

- Provides off-site storage
- Good for remote users
- Cost is based on amount of data being backed up

Keep your computer up to date

- Run Windows Update manually
 - In Internet Explorer go to Tools, Windows Update
- Run Windows Update automatically
- Develop a strategy for running Windows Update on Servers

Windows Remote Desktop Protocol

- Connect to another computer from anywhere as if you are sitting at it.
- Allows you to upload and download files to the remote computer

Internet Explorer Back and Forward

- Backspace moves Back a page
- Shift-Backspace moves Forward a page
- Alt-Left Arrow moves Back a page
- Alt-Right Arrow moves Forward a page
- Control-N opens a new window

Add News and Weather to your Web site using RSS

- CNN
- Weather Channel
- www.feedzilla.com

Make Copies of Software CD's

- Immediately make a copy of the installation CD
- Put the master in a cd case and store offsite in a fireproof safe
- Write the License key on the copy of the CD
- Only work off of the copy of the CD and replace it with another copy if it gets damaged or lost

Prolong Laptop Battery

- Close unnecessary programs
- Turn off networking
- Turn down screen brightness

Laptops and Desktops

- Consider providing staff with laptops instead of desktops or desktops AND laptops
- Reduces total cost of ownership
- Reduces synchronization problems

Check your URL's

- Some URL's are case sensitive
- Not all URL's start with WWW
- Not all URL's will work when you remove the WWW

Sending Email to a Lot of People

- Use an email distribution program
- Never put multiple names in the To address, use the BCC address if necessary

Email Opt-Out

- Review CAN-SPAM laws
- Provide an Opt-Out
- Don't provide a unique opt-out for every single permutation, use broader based opt-outs.
 - Transactional
 - Informational
 - Promotional

Broadband Cellphone Access

- Some services not provide downloads of 400kbs to 700kbs
- Can be used at hotels and airports instead of wifi hotspots

Alt-Tab to Switch between applications

- Use the ALT-TAB button to quickly switch between applications on a computer
- Shift-ALT-TAB moves you backwards through your applications

Use Generic Mailboxes

- On your web site use Generic Mail Boxes for association functions instead of personal mail boxes
 - info@myassociation.org
 - registration@myassociation.org
 - orders@myassociation.org

Unsolicited Email

- Be careful to not respond to unsolicited email
- Opt-ins are often disguised as Opt-Outs

Avoid forwarding Hoax Emails

- Search for it on the Internet
- www.snopes.com

Check your outgoing Marketing emails against spam checkers

- Free and Fee based spam checking software
- Checks to see if your message will be caught by your members spam blockers
- Google "Spam check"

Always Use Alt-Tags on Web Images

- Good for people who have images turned off
- Necessary for ADA compliance
- Mobile devices are often setup to only show the alt-tag
- Some people turn off images in email

Internet Connections at Hotels

- Negotiate price before signing the contract
- Look at the total cost of your event including technology when making site selections

See who is linking to your site

- Google search
– Link: www.myassociation.org

Copying and pasting values in Excel

- If you don't want to copy formulas
- Select Cells
- Copy
- Paste Special
- Paste Values

Connecting a Computer to the Internet

- Immediately patch a computer running Windows Update
- Computers can be hacked in less than 15 minutes

Provide a Wireless Access Point for Attendees

- More attendees have laptops and PDA's
- Negotiate access costs with facility
- Provide instructions for attendees

Eliminate Paper Registration Lists

- Provide online registration lists
- Provide a kiosk on site for attendees to lookup names of attendees

Name Badges

- Email attendees the information that will be on their name badge 2 weeks prior to the conference
- Attendees can correct their information beforehand
- Reduces badge reprints

Survey Attendees Online

- Send survey out one week after the conference
- Only send to the people who actually attended
- Comments are more meaningful

Recover data off of a dying hard drive

- Remove unreadable hard drive from the computer
- Place in the freezer
- Reinstall the hard drive in the computer and see if you can read the information

Get Old Versions of Software

- www.oldversion.com
 - Old copies of Internet Explorer
 - Dreamweaver
 - Etc.

Always use a Personal Firewall

- Use a personal firewall when traveling
- Be careful connecting from home with a VPN

Create your own Training Videos

- PowerPoint Online Broadcast
- Built into PowerPoint 2002
- Build a presentation with slides, audio, and video
- Voice and video are synchronized with slides
- Replay through a Web browser anytime, anywhere

Resize your Excel Columns at Once

- Highlight the entire spreadsheet (click on the box above the "1" and to the left of "A" OR select only the columns you want by pressing CTRL and clicking at the top of each column.
- Click on the vertical line between two columns and drag to the size you want.

Repeat Rows or Columns of Excel Spreadsheet on Every Printed Page

- Click File/Page Setup/Sheet
- Click Rows to Repeat at Top
- Drag your mouse to outline the rows you want to repeat.
- Press Enter and click OK
- Repeat for columns

Budget Smart for Technology

- Budget money to replace equipment
- Budget money to update software
- Budget money for training

Tag your Content

- Produces better search engine results
- Add Title Tags to every HTML page (static and dynamic)
- Add document summary information to PDF files

Test Web pages on Multiple Platforms

- Test Web pages on all major platforms and operating systems
- At a minimum
 - Windows and Macintosh
 - Internet Explorer 5.5/6.0/7.0?
 - Netscape 4.7.x and Netscape 6.0
 - Firefox
- Check Webtrends for most popular browsers

Create PDF's for Free

- PDF995
- www.pdf995.com
- Web page ad appears in unregistered version
- Register for \$9.95

Use Windows Key on Keyboard

- + E = Opens Windows Explorer
- + F = Opens Search for File & Folders Window
- + M = Minimizes all Windows
- + L = Locks computer

Automatically Generate Passwords

- Use this tool to create easily remembered yet secure passwords for web sites.
- <http://angel.net/~nic/passwd.html>

Easy Secure Remote Access

- GoToMyPC.com
 - www.gotomypc.com
 - \$19.95 /mo (\$180 /yr)
- LogMeIn.com
 - www.logmein.com
 - Free version or more features for \$99.95 /yr
- I'mInTouch
 - www.imintouch.net
 - \$99.95 /yr

Send Large Files with YouSendIt

- www.yousendit.com
- Upload files up to 1 GB
- E-mail link sent to recipient
- Alternative to limits of e-mail accounts
 - Some are limited to 10 MB
- Share photo albums
- Free, but, some pop up ads

Test your Anti-Virus Software

- Send yourself a test virus
- Create a false virus in Notepad
- Paste in this text:
`X5O!P%@AP[4\PZX54(P^)7CC)7}$EICAR-STANDARD-ANTIVIRUS-TEST-FILE!$H+H*`
- Name the file: eicar.txt
- Try opening the file
- Info at
 - http://www.eicar.org/anti_virus_test_file.htm

PowerPoint Basics

- “B” is the most powerful key
 - Blanks the screen
 - Controls audience’s attention
- Advance slides with Spacebar
- “N” → Next slide
- “P” → Previous slide
- Don’t use the mouse to advance slides

Use style sheets to create navigation buttons instead of graphics

- Allows you to create/update new buttons without using your graphics program
- Style sheets support rollovers, all styles, etc
- If you want it to look like a button with rounded corners, create small graphics for each of the four corners

Monitor Web site Changes

- www.changenotes.com
- Receive e-mail when content changes on a Web page
- Monitor up to 100 Web pages
- Free service

Remove Graphics from Web pages when members print your pages

- Create a print style sheet
- `<link rel="stylesheet" type="text/css" href="print.css" media="print" />`
- `/* Hide unnecessary selectors. */
.NavBar, .NavBox, FORM.Search{ display: none; }`

Share Your Balloon Fiesta Pictures

- Photo sharing service
- Flickr
 - <http://www.flickr.com/>

Questions?

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