

NOWWHAT? CONFERENCE

APRIL 13-14, 2016 | SIOUX FALLS, SD



Now What? Conference is two days of talks and workshops about how to maintain and improve your website.

It's not just about making a new site – it's about getting better at handling your current one. We want you to join us and our team of experienced web-hands to navigate the high seas of website maintenance – from writing great copy to tracking content effectiveness – and ensure that you have what you need for smooth sailing.



WHY SHOULD I SEND AN EMPLOYEE?

Now What? 2016 is more than just a sit and listen conference—it's an opportunity for a two days of professional development at an affordable price.

IN ADDITION TO TALKING SHOP WITH COLLEAGUES AND SPEAKERS, ATTENDEES WILL:

- Reenergize web and marketing efforts
- Better understand and plan for site visitors
- Make smarter decisions about workflow and content
- Use collaboration as a tool through better meetings
- Monitor and analyze site content to provide better results
- Begin developing (or improve on) an editorial plan
- Answer the question, "What exactly should we do with this website?"

WHAT ARE PEOPLE SAYING?

You can go to a lot of different conferences that tell you how to get a project ready for launch, everything you'd need to do to lead up to that big party. But very few conferences talk about, "Well, what do you do after that?"

Now What? is different. Because it actually focuses on: What do you do post-launch? How do you make sure your investment is sensible, sustainable? And those are exactly the questions that we need to focus on in our projects.

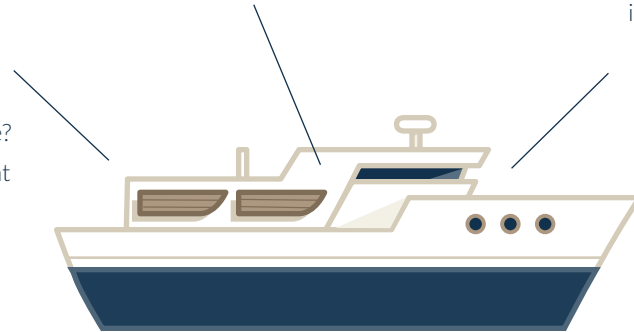
-- Margot Bloomstein, Speaker 2015

The conference is really well put together. It's got a nice personal touch to it. I appreciate Blend for putting great effort into it, down to the finer details. Everything is really well planned and very well coordinated.

-- Scott Solomon, Attendee

The conference has gotten me thinking about strategy and blue sky stuff. But I also feel like I'm walking away with some great practical skills, such as new tools and processes that we can start integrating right away into the work that we're doing. We're growing as an organization and we need to restructure our web operations and we're coming away with a lot of great ideas for that.

--Erika Batcheller, Attendee



WHAT IS THE INVESTMENT?

	Conference Pass + Both Workshops	Conference Pass + One Workshop	Conference Pass Only
EARLY BIRD (ends January 29)	\$449	\$349	\$199
REGULAR PRICE (ends April 1)	\$499	\$399	\$249
LAST MINUTE	\$549	\$449	\$299

Tickets cover snacks, lunch and an attendees-only event that allows you or your employees to meet the speakers, network with each other and bask in the glow of newfound information.



THE FULL PROGRAM IS AVAILABLE AT NOWWHATCONFERENCE.COM

Contact us directly at: info@nowwhatconference.com or (605) 334-7077

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