



new™

LEADERSHIP SUMMIT 2016

All in to Win!

September 28-30, 2016

Omni Resort at ChampionsGate | Orlando

Where to go and how to connect

Meeting places

Agenda

App

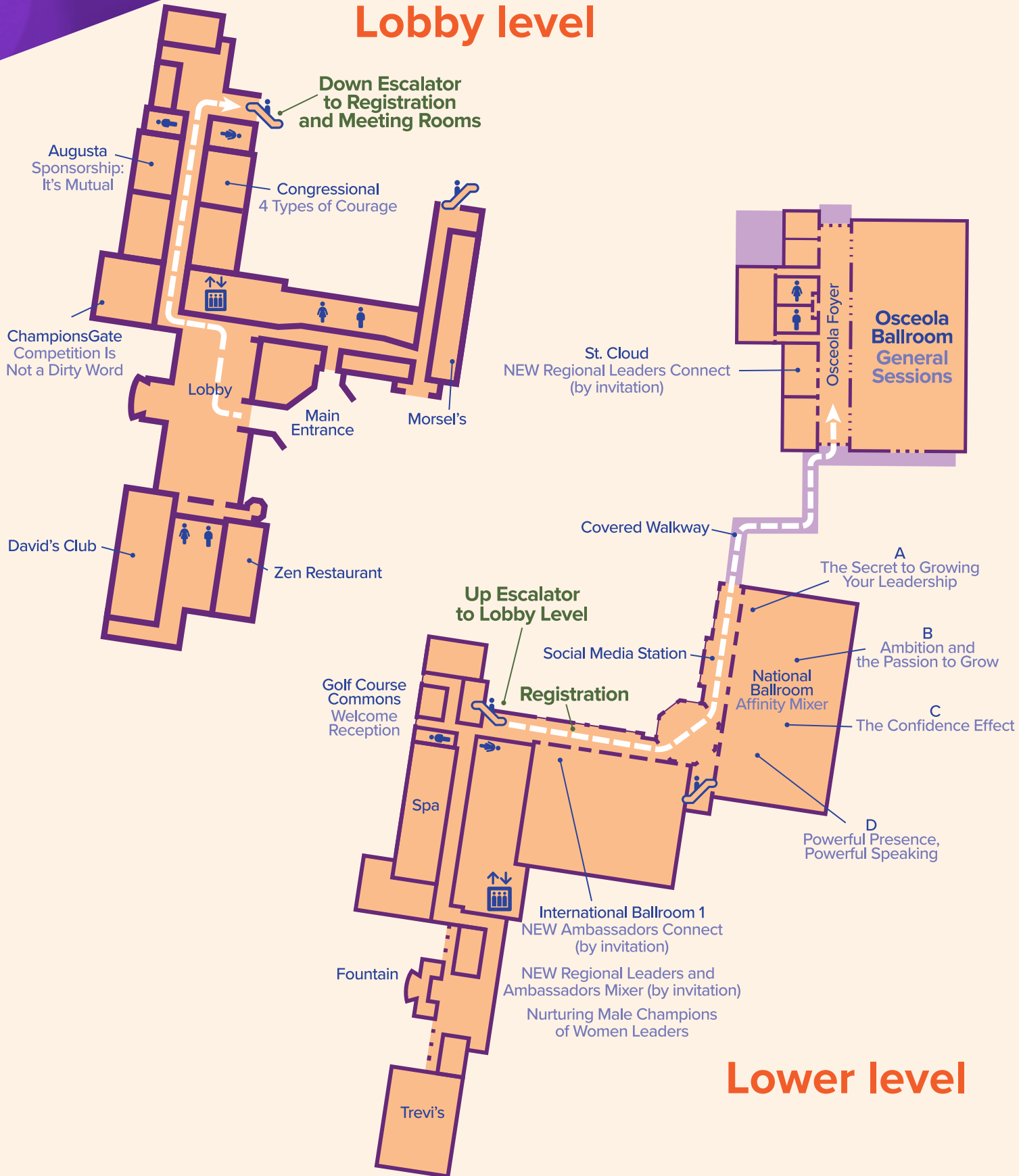
Social media

Celebrating
15 years
2001-2016

Meeting places

Omni Resort at ChampionsGate

Lobby level



Lower level

Agenda

Wednesday, September 28

Registration open	
12:00 pm - 7:00 pm	International Foyer
NEW Regional Leaders Connect (by invitation)	
2:00 pm - 3:00 pm	St. Cloud
NEW Ambassadors Connect (by invitation)	
3:00 pm - 4:00 pm	International Ballroom 1
Affinity Mixer	
3:00 pm - 5:00 pm	National Ballroom
NEW Regional Officer and Ambassador Mixer (by invitation)	
4:00 pm - 5:00 pm	International Ballroom 1
Welcome Reception	
5:00 pm - 6:30 pm	Golf Course Commons

Thursday, September 29

Registration open	
7:00 am - 6:00 pm	International Foyer
Networking Breakfast	
7:15 am - 8:15 am	Osceola Foyer
General Session	
8:30 am - 9:50 am	Osceola Ballroom
Networking break	
9:50 am - 10:30 am	International and National Foyers
Learning Sessions	
10:30 am - 11:45 am	Please consult the Summit app

Summit Luncheon	
12:00 pm - 12:45 pm	Osceola Ballroom
General Session	
12:30 pm - 1:30 pm	Osceola Ballroom
Networking break	
1:30 pm - 2:00 pm	International and National Foyers
Learning Sessions repeat	
2:00 pm - 3:15 pm	Please consult the Summit app
Networking break	
3:15 pm - 4:00 pm	International and National Foyers
Celebrating Excellence Awards Gala	
6:00 pm - 11:00 pm	Osceola Foyer and Ballroom

Friday, September 30

Registration open	
7:00 am - 10:00 am	International Foyer
Networking Breakfast	
7:00 am - 7:45 am	Osceola Foyer
General Session	
8:00 am - 9:45 am	Osceola Ballroom
Networking break	
9:45 am - 10:15 am	Osceola Foyer
General Session	
10:15 am - 11:30 am	Osceola Ballroom

Connect!



Summit app

Install the powerful NEW Summit app on your mobile device to connect with other attendees, share pictures and comments on our Activity Feed and enter the NEW 15 Contest, a digital treasure hunt celebrating our 15th anniversary. You'll get Summit notifications and essential information on our agenda, speakers, sessions and sponsors.

- 1 Download the app to your mobile device at newonline.org/summitapp2016
- 2 Open the app and sign in using the email address you used to register for the Summit. Password is **summit16** (case sensitive)

Compatible with iPhones, iPads and iPod touches using iOS 8.0 or later. Android phones and tablets require OS 4.0.3 and above. The NEW Summit App is viewable as an HTML5 mobile website (optimized in Google Chrome) for your desktop, BlackBerry and Windows phone

Troubleshooting

Email attendeesupport@doubledutch.me and provide as much information as possible, including device type, operating system and what's happening.

Summit Wi-Fi

Connect to the free NEW Summit Wi-Fi network for best app performance:

- 1 Discover the "NEWSummit16" network
- 2 Sign in using the password **summit16** (case sensitive)



Social media

Here are a few suggestions to leverage social media at the NEW Summit to increase your and your company's visibility.

Facebook

Write for short attention spans — the first 3-4 words of your update are the grabbers.

Engage your friends — ask a question in your post. Sharing photos? Tag people whenever possible.

Twitter

If you're starting your tweet with a @, it's sent as a private message. To share publicly, add a character like a period before the @ symbol (example: .@NEWnational).

It's okay to tweet the same thing more than once.

Take marketing expert Chris Brogan's advice: "Don't tweet all about you. Tweet all about them."

Instagram

Don't crowd your images (unless you're showing off your crowd) — fewer objects, concentrated shots are more appealing.

Tag people in your image — and mention other Instagrammers in your captions.

Snapchat

Help celebrate NEW's 15-year anniversary — use the special NEW Summit filter.

Remember to add friends by location here at NEW Summit. We're #allintowin!

Summit partners

Twitter handles

Ahold USA @AholdDelhaize	MaxPoint @maxpoint_int
American Express @AmericanExpress	NEW @newnational
Brown-Forman @BrownFormanJobs	NEW Summit @newsommit
The Coca-Cola Company @CocaColaCo	Nestle Waters @NestleWatersNA
Coty Inc. @COTYINC	pep @pep_promotions
E.&J. Gallo @gallocareers	PepsiCo Inc @PepsiCo
General Mills @GeneralMills	Valassis @valassis
Hallmark Cards @Hallmark	Walgreens @WalgreensNews
The Hershey Company @Hersheys	WhiteWave Foods @WhiteWaveFoods

Connect with NEW

Hashtags

#newsommit
#allintowin
#ournewfuture

NEW websites

Home newonline.org
Regions newonline.org/connect
Future Fund ournewfuture.com
It's Time newitstime.com

NEW social media

 @newnational
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 newonline.org/linkedin
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 @newhq
 newonline.org/youtube