MEMORANDUM

Date: November 8, 2016
To: Extension Employees
From: Conference Planning Committee
Subject: Conference App and other Social Media items available

We're excited to announce that we will utilize a mobile app for Extension State Conference for the first time ever this year.

The app will be an essential tool for Extension conference, replacing printed programs as the agenda while serving as the central source for schedule information and "all things conference."

Conference-goers will now have access to **real-time schedule changes, hotel floor maps, Wi-Fi info, conference polls, program updates and event announcements**, all on their mobile devices.

Download the app by following this link on your smartphone or tablet:

http://my.yapp.us/EMPOWER

Instructions for Using the Extension Conference App

We've prepared a how-to guide to help you find, download and utilize the app**.** The instructions, including guidance for creating your personal schedule on your device, are attached and also available online at the Conference website, conference.ces.ncsu.edu.

We will also have HELP available for you at the information desk at Conference.

Social Media & Sharing

We'd also like to share the official hashtag for conference: **#NCCEConf**

This hashtag will be used annually, hence the absence of a specific year. When using the hashtag, your posts and pics will be collected in a feed in the app. We'll monitor the feed to find content to feature on our state platforms and in future materials, as well as to find ways to enhance the conference experience this year and beyond.

Contacts & App Updates

In order to streamline app updates during conference, contact these point people to for the following types of requests:

- Send **SCHEDULE CHANGES** to Laurie Edwards (laura_edwards@ncsu.edu)
- Send **POLL/SURVEY REQUESTS** to Meredith Weinstein (meredith_weinstein@ncsu.edu)
- Send other **UPDATES/EVENT ANNOUNCEMENTS** to Lindsey Clark (lindsey_clark@ncsu.edu)

Special thanks to our app planning committee for their diligent work in getting this resource off the ground!

App planning committee:
Lindsey Clark
Laurie Edwards
Justin Moore
Meredith Weinstein
Jeanette Fuccella