Time Block	Course Title	Course Description
9:00am - 10:30am CT	What's New in StudioEnterprise?	Learn about the new features that have been added to our core StudioEnterprise product since our last conference, as well as how to utilize those enhancements within your organization.
11:00am - Noon CT	General Opening Session	Join us for the MPower20 General Session to learn not only more about the event, but to also learn more about the heart and mission of Ministry Brands.
1:00pm - 2:30pm CT	Effective System Integration and Extension	This session will provide a detailed review of the tools and integration capabilities of StudioEnterprise that are available to you as a System Administrator or System Integrator. Learn about our latest API enhancements that provide your ministry with greater flexibility when using our API. The goal of this session is to equip you with the knowledge of how to apply the right tool for your integrations.
1:00pm - 1:45pm CT	Enhancing Your DonorDirect Experience	A panel of DonorDirect experts will discuss how different ministries have leveraged our various Professional Services to unlock the true potential of their system use and overall DonorDirect experience.
1:00pm - 1:45pm CT	How Advanced StudioOnline Can Help Your Ministry	Join us for an introduction to the latest and greatest version of Advanced StudioOnline and learn how this powerful new web store can enhance your online experience.
2:00pm - 2:45pm CT	Advanced CRM Overview	StudioEnterprise has been uniquely developed to serve your ministry well beyond your standard donor management and operations needs. We've seamlessly incorporated a vast array of powerful CRM tools that your ministry can leverage for your development team and beyond. Every StudioEnterprise user at your ministry can benefit from Advanced CRM! Get a peek into the powerful tools and features available at your fingertips before taking a deeper dive during the various workshop-style courses throughout this conference.
2:00pm - 2:45pm CT	What's New in Advanced StudioOnline?	Learn about the new features that have been added to our Advanced StudioOnline product since our last conference, as well as how to utilize those enhancements within your organization.
3:00pm - 4:30pm CT	The Power of Advanced Finds and Custom Dashboards	In this workshop, you will learn the power of Advanced Finds and how to customize your dashboards to meet the needs of your unique role within your ministry. You do not have to be a system administrator to use these features, although this workshop will walk through some practical examples of how end users and system administrators can help build these powerful reporting tools within StudioEnterprise. Attendees should have external access to their ministry's Test/Proto/Sandbox environment if they want to follow along. Access will need to include the Accounts and Transactions and the My Workplace modules. A high-level overview of these features will be presented in the preceding Advanced CRM Overview session.

donordirect
DAY 1 - OCTOBER 13

Time Block	Course Title	Course Description
3:00pm - 4:30pm CT	Eliminate Data Silos with StudioEnterprise	This advanced workshop will provide hands-on application of how to utilize Custom Entities (custom tables, grids, forms) to capture and display your ministry's unique data within StudioEnterprise. Attendees should have external access to their ministry's Test / Proto / Sandbox environment. Access will need to include the Accounts and Transactions, My Workplace, System Administration, and the Security and Setup modules. The target audience for this advanced session are power users and system administrators. We recommend that non-technical users attend the Advanced CRM Overview for a better understanding of how their team or department could leverage Custom Entities to enhance their Studio Enterprise experience.
3:00pm- 3:45pm CT	Enhanced Email Marketing Integrations	Our email marketing integrations provide a data synchronization between StudioEnterprise and the integrated email services of HubSpot, MailChimp, and Acoustic (formerly called Silverpop or IBM Watson). In this session, we'll take a look at the functionality involved in this sync, the data that is synced, and the requirements that enable you to take advantage of an enhanced email marketing integration. We will have a special focus on our newest integration with HubSpot.
4:00pm - 4:45pm CT	Subscriptions with Advanced StudioOnline	Learn about our latest extension of Advanced StudioOnline and how to incorporate your subscription offerings inside of your web store.

CONFERENCE SCHEDULE

(Schedule subject to change)

Time Block	Course Title	Course Description
9:00am - 9:45am CT	Hindsight 2020	In this session we will take a look at DonorDirect and our ministry partnerships with a focus on where we've come from and where we're going.
10:00am - 10:45am CT	Welcome to the Family	When you are a part of the DonorDirect family, you are also part of the larger Ministry Brands and Community Brands family who are equally passionate about serving your ministry. Some wonderful advantages come with being a part of this "extended family" and we will focus this session on learning from some of our sister brands and sharing the various ways we can enhance our partnership with your ministry.
10:00am - 11:30am CT	Implementing Custom Prompts and Actions in StudioEnterprise	Learn how to extend the StudioEnterprise user interface with new user prompts and actions that are custom to your ministry, helping to automate your ministry's unique business processes. This session will focus on our Custom Actions feature and how to properly implement this option at your ministry. Attendees should have external access to their ministry's Test/Proto/Sandbox environment. Access will need to include the Accounts and Transactions, System Administration, and Security and Setup modules. SQL knowledge will be beneficial, as we will discuss and work through example stored procedures. The target audience for this advanced session are power users and system administrators. We recommend that non-technical users attend the Advanced CRM Overview for a better understanding of how their team or department could leverage Custom Actions to enhance their StudioEnterprise experience.
11:00am - 11:45am CT	Production Processing and Printing	Learn about the changes we've made to the Production process and how your ministry can use and manage your merge templates in order to improve that experience.
11:00am - 11:45am CT	How to Deliver a Successful Virtual Conference	Are you trying to quickly pivot your in-person conference into a virtual event? Join this session to learn how you can provide an engaging and immersive virtual conference experience complete with exhibit halls, live chats, networking lounges and concurrent sessions for hundreds or even thousands of attendees. During this session we'll explore the key elements of a well-planned virtual event and how our solution, the Virtual Event Center, can help your organization achieve success with a virtual conference that delivers significant value to all attendee types.
1:00pm - 1:45pm CT	DBA Roundtable	Do people call you the "Database Guy/Lady"? If so, then join the DBA Roundtable discussion to interact with your peers from the other ministries. You will be encouraged to ask questions, share struggles/successes and initiate discussion on any topic.

(Schedule subject to change)

DonorDirect
DAY 2 - OCTOBER 14

Time Block	Course Title	Course Description
1:00pm - 1:45pm CT	5 Ways Your Donation Page Could Be Failing Your Donors	As fundraisers, we often have an idealistic picture of what it looks like to give on our donation pages. But the data shows that our donation pages fail our donors far more often than they help. In this fast-paced session, you'll learn common ways that we often fail our donors on our pages. And you'll also discover 5 tested and proven principles to ensure higher conversion rates – all based on learnings from our library of 2500+ online fundraising experiments.
2:00pm - 2:45pm CT	How You Can Benefit From Integrated Payments	Using multiple software solutions to run your organization can be a pain, especially when you're making a sale in one window and then reconciling the payment in another. Integrated payments alleviate these issues by providing the ability to accept both new and recurring payments for goods and services directly within the DonorDirect software you're already using, while adding an additional layer of security to ensure both your organization and your customers' information is protected. Learn more about the advantages of using an integrated solution in this session with Kim Molinaro of CardConnect!
2:00pm - 3:30pm CT	How to Automate Your Tasks and Activities	This workshop will introduce you to the various automation options inside of StudioEnterprise, as well as walk through how to leverage that automation to streamline different tasks and activities performed inside of the system. The features covered in this session will primarily involve Scheduled Activities, as well as workflows and the various actions they can perform. Attendees should have external access to their ministry's Test / Proto / Sandbox environment. Access will need to include the Accounts and Transactions, My Workplace, and System Administration modules. The target audience for this advanced session is power users and system administrators.
2:00pm - 3:30pm CT	Advanced StudioOnline Workshop	You've asked, and we've listened! Join us during this Advanced StudioOnline workshop to get hands-on experience within the back-end admin portion of the Advanced StudioOnline web store.
3:00pm- 3:45pm CT	Taking Control of Media Management in StudioEnterprise	Struggling with managing terminology, contracts, placements, and every other aspect of media inside of StudioEnterprise and all that it affects? My name is Jonathan Linczak and I am the IT Manager at Truth For Life with Alistair Begg. I won't pretend to be an expert, but after some painful time learning the details and the nuances of how StudioEnterprise expects data to be entered, coupled with some outside data and processes we've built, I'd like to share our findings with all of you in the hope that you learn from our trial and error, and come away with some ideas on how to automate portions of the media management process.
4:00pm - 4:30pm CT	DonorDirect Conference Wrap-up	Join us for our final general session as we wrap up our conference efforts and address any final topics.