

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

April 26-27, 2017 | Sioux Falls, SD

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 research scientists as we explore the methods needed to achieve success in the vast world of website maintenance.



WHY SHOULD I SEND AN EMPLOYEE?

Now What? 2017 is more than just a sit and listen conference—it's an opportunity for 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
- Monitor and analyze site content to provide better results
- Begin developing (or improve on) an SEO plan
- Answer the question, "What exactly should we do with this website?"

WHAT ARE PEOPLE SAYING?

The venue is fantastic. And because it's a small group, it's really engaging, not feeling as much like a circus that some larger conferences can feel. You really get a sense of who your peers are, whether you're in an agency, or an organization, or a nonprofit like myself; it's a great opportunity to meet with people in your field one-on-one and dedicate a day to talking about web.

— *Megan Costello, speaker*

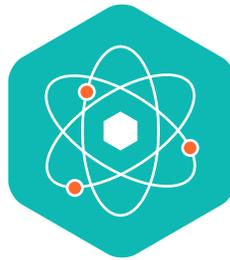
Taking the time to do strategy is very important. We get so bogged down in the tactical, everyday necessity of just getting things done, that it's valuable to take a little bit of breath and really identify the strategy.

Now What? allows you to do that.

— *Mel Peterson, attendee*

You hear the word content strategy thrown around so much, but actually having tools, resources, roadmaps, and activities that you can bring back to your organization to actually create the juggernaut of a content strategy is important. Now What? has made it seem more doable and a lot easier to “do the doing” of creating a content strategy.

— *Camille Grade, attendee*



WHAT IS THE INVESTMENT?

	Conference Pass + Both Workshops	Conference Pass + One Workshop	Conference Pass Only
EARLY BIRD (ends January 27)	\$449	\$349	\$199
REGULAR PRICE (ends April 14)	\$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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