

Ellen J. Toups



Blending years of sales and marketing experience together with social consciousness guided the development of Outsources giving services to clients who lead the charge on issues that affect us all, like health, education, and women and children's rights. The company's expertise includes marketing, sponsorship development, communication plans, meeting management, and creative concept design. An active member of PCMA, ASAE, and American Marketing Assn, Ellen also serves her immediate community by actively participating on two boards. Professionally, Ellen has been a Monument Award Winner for GWSAE, and recently participated in the re-write of the **PMM5** authoring chapter 6, *Marketing and Promotions*. As a member of Doorways for Women and Families Board and The Wellness Community of Greater Washington DC she maintains a presence and has gained great experience in the everyday life of a nonprofit.

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Marketing Your Conference – Need some assistance to take your conference attendance to the a higher level? Explore all we know about our members and how they will benefit from attending then move right into key messages, blogs,

and focus groups ! During this session we will determine a good marketing mix for your conferences and where to go to find it!

Benchmarking Your Marketing Efforts – What is enough? Too much? How do you tell?! Concepts to help determine where your organization is with their marketing will be discussed and broken down to develop a goal and an understanding of where you should be!

Starting Your Own Meeting Planning Business – Do you really want to open your own business? How hard is it? What steps do you really need to take, where do you go for HELP . . . What is the difference in being an independent meeting professional and having your own business?