



*The Information Management Professionals*



Date: March 11, 2010 ♦ Time: 8:30 a.m. - 4:30 p.m. ♦ Location: Falls Church, VA

## SEMINAR ANNOUNCEMENT

### “Secrets of Moving Records Management from the Basement to the Boardroom”

**Sponsor:** The Northern Virginia Chapter of ARMA International presents our 2010 Seminar on moving Records Management from the basement to the boardroom.

**Why attend?** In one dynamic day, you will build a strategy and plan to elevate your organization's appreciation for RIM (macro) and your role and contribution (micro) as a valued management, leadership, and strategic asset.

You will leave with:

- ✓ A brand makeover strategy
- ✓ Organizational education strategy
- ✓ A toolkit of new communication tools
- ✓ Fluency in a new language
- ✓ A clear choreography for reversing the most inaccurate perceptions your colleagues have about records and information management
- ✓ A plan for building organizational appreciation for three key roles ('hats') that RIM executives must play in the next six months

**Workshop Speaker/Facilitator:** Alan Hilburg, an award-winning author (two NY Times best-sellers on Leadership), filmmaker, executive coach, branding authority ("Where's the Beef?", "Bringing Good Things to Life" and more); and global marketing communications authority, researched what top executives think of you and your RIM program (wouldn't you like to know?). Alan created a workshop exclusively for ARMA professionals to address the many career and organizational obstacles (self-created and organization-created) that have kept RIM professionals from being invited to contribute because they weren't invited to the 'meeting.'

His entertaining (as Alan describes it, "fun with a purpose") style combined with his use of innovative technology promises to be one of ARMA's most worthwhile professional development workshops ever. Alan promises that not only will you leave the workshop with an unprecedented sense of motivation, but pragmatically with a personal action plan (PAP) individually designed for you, your organization, and your career.

Date: March 11, 2010 ♦ Time: 8:30 a.m. - 4:30 p.m. ♦ Location: Falls Church, VA



The Information Management Professionals



Date: March 11, 2010 ♦ Time: 8:30 a.m. - 4:30 p.m. ♦ Location: Falls Church, VA

## Logistics:

Location: CSC Executive Briefing Center  
3170 Fairview Park Drive (Beltway to US 50 East)  
Falls Church, Virginia 22042

Parking: Adjacent Garage

Metro: Vienna Station – Contact Angela Tayfun (contact info is below) to Reserve  
Pickup and Delivery to Seminar Site

Cost: \$100.00

Registration: [www.armamar.org/nova/programs/seminar2010.htm](http://www.armamar.org/nova/programs/seminar2010.htm)

Questions: Contact Angela Tayfun at [atayfun@ppc.com](mailto:atayfun@ppc.com) or (703) 748-7119

Continuing Education Credits for CRMs: Pre-approved for 5.5 credits. Approval code  
20100108185844.

***NOTE: Bring your laptop to the seminar to participate in a technology exercise.***

## Seminar Schedule:

8:30 - 9:00	Registration and Continental Breakfast
9:00 – 10:45	Workshop
10:30 – 10:45	Break (Refreshments Included with Registration)
10:45 - 11:45	Workshop
11:45 - 1:00	Lunch (Included with Registration)
1:00 - 2:00	Workshop
2:00 - 2:15	Break (Refreshments Included with Registration)
2:15 - 4:00	Workshop
4:00 - 4:15	Seminar Wrap Up

Date: March 11, 2010 ♦ Time: 8:30 a.m. - 4:30 p.m. ♦ Location: Falls Church, VA