



see3 communications

Speaker: Michael Hoffman
CEO, See3 Communications

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ABOUT MICHAEL HOFFMAN

Michael Hoffman is the CEO of See3 Communications, a Chicago-based company specializing in video, web development, and internet marketing for nonprofits, associations and social causes.

Hoffman is an entrepreneur who has developed international internet companies as Managing Director of a venture capital investment group. Hoffman, an expert in online business development and marketing, is frequently asked to consult with organizations about marketing strategies and new media development.

His blog was named a must-read by the Nonprofit Times and he is frequently quoted in trade journals, industry blogs and the mainstream press. He is a co-founder of DoGooderTV and EarthFirst.com, and is a nationally sought-after speaker on topics such as online cause marketing, web video, and Web 2.0 for social change.

SESSION TOPICS

- Online Video for Nonprofits
- Online Fundraising and Advocacy
- Online Campaigns and Microsites
- Web 2.0 and Social Media
- Staff Seminars
- Leadership and Taskforce Presentations
- Digital Storytelling
- Cause Marketing

WHERE WE'VE SPOKEN RECENTLY

2008:

NTEN Nonprofit Technology Conference 2008

"The Age of YouTube"

"A New Tool for Online Campaigns: How to Show, Tell, and Activate with a Video-centric Microsite"

Making Your Media Matter 2008

"Emerging Formats and Distribution Strategies"

Making Media Connections 2008

"Incorporating Video Into Nonprofit Messaging"

SAPPHIRE Conference 2008

"Opportunities and Challenges for Sustainability in a Web 2.0 World"

National Network to End Domestic Violence (NNEDV) Safety Net Training

"Using Video for Effective Online Outreach"

YMCA National Technology Training

"Online Marketing Tools: Member Recruitment and Retention"

Association Forum of Chicagoland

"Social Media Marketing for Associations"

2007:

NTEN Nonprofit Technology Conference 2007

"Using Video Online to Reach the Masses"

Craigslist Nonprofit Bootcamp 2007

"Social Media Marketing and Campaigning for Nonprofits"

Bridge Conference 2007

"Using Video and the Internet to Attract and Retain Donors and Members"

"Optimizing the e-Channel to Deepen Relationships"

Communications Network Conference 2007

"Annual Reports 2.0"

PRAISE FOR SEE3

"Michael was a charismatic speaker at our annual conference, 'Making Your Media Matter', and was collaborative in planning the conference as well."

Pat Aufderheide

Founder and Director
Center for Social Media at American University

"Michael Hoffman's seminar to our senior staff was invaluable. It increased our understanding of what is happening online and has every department thinking about how they can use these new online tools to our benefit. I highly recommend the See3 Staff Seminar."

Phyllis Teicher Goldman

Vice President for Development and Communications
American Jewish World Service