Educational Seminar for Non-Profits

EB Non-Profit Collaborative

Powerful Websites – Does yours make the grade?

Convert Online Users into Clients, Donors and Constituents

Tuesday, May 12, 2020

8:30am – 10:30am | Doors open at 8:00am | Complimentary breakfast provided

Minuteman High School | 3758 Marrett Road | Lexington, MA

Increasingly, volunteers, clients and donors are relying on a non-profit's website as their initial point of entry to an organization. Therefore, creating a great user experience (UX) is paramount. In this session, we'll discuss various UX tools and processes that non-profits can utilize for auditing and improving an existing website or marketing campaign.

▶ **Learn** how to make website updates with a purpose

▶ **Gain insight** from a user experience audit case study

▶ **Discover** why online visitors leave your website
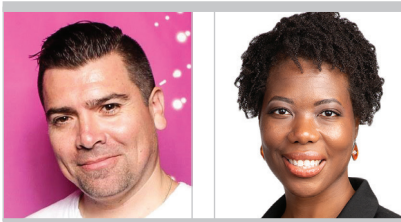
PRESENTERS: **FRED SCHALL,** *Owner and Digital Consultant, Schall Creative;*
KIRA MOREHOUSE, *Senior Digital Marketing Specialist, Enterprise Bank*

Fred Schall started his love affair with web design and development in the late '90s. Having grown up in a print shop he was well acquainted with traditional marketing and had already mastered Photoshop when he decided to wander into the exciting world of code. Fred has dual degrees in Computer Science and Web Development. He currently teaches Advanced Web Design and User Experience at UNH. Prior to starting his own business, Fred worked for a few large agencies in Southern California, developing campaigns for large brands such as DirecTV, Petco, and Powerade.

Kira Morehouse has a track record of success leveraging social media and online advertising metrics to launch brands and amplify community engagement. Kira has been part of Enterprise Bank's in-house marketing team since April 2015.

To register or for more information, visit **EnterpriseBanking.com/NPC**.