



**GREATER
CHICAGO
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

Monday, July 29, 2024 AGENDA

- 9:55 a.m. Zoom In & Introductions
- 10:00 a.m. Education Session (1)AA Credit
- 11:00 a.m. Conclusion

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Actionable Strategies for a Data-Driven Website Design

Refine your website strategy with a data-driven approach using Google Analytics and Social Media. By analyzing data, you can gain valuable insights into user behavior, popular content, and areas of interest unique to your club.

Develop the skills to implement strategies that maximize impact and effectively leverage your website's potential. Embrace the power of data-driven decision-making to optimize your club's online presence and drive success.

REGISTRATION

Complimentary Session, pre-registration required.
[Please follow registration link to sign up.](#)



Presented by:

Victoria Burns & Dawn Taylor

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LEARNING GOALS:

- Understand the significance of website user experience and factors that influence the time users spend on content pages.
- Develop strategies to drive website traffic by effectively leveraging social media and referral networks.
- Learn how to effectively implement call-to-action techniques, including the use of landing pages and prominent Call-To-Action buttons, to promote user engagement and interaction.