



KNOWLEDGE WORKFORCE

20TH YEAR

100,000+
NC Employees

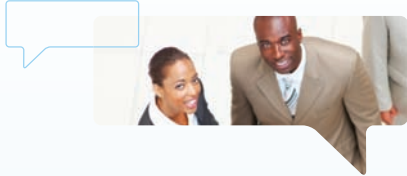
500+
Member Companies & Organizations

PUBLIC AFFAIRS

EXECUTIVE ENGAGEMENT

NCTA is...
*the statewide membership and trade association
for the technology community in North Carolina.*

1 VOICE
for technology



NCTECHOLOGY.ORG

2012 Member Engagement, Benefits & Opportunites



EVENTS:SIGNATURE

These annual events bring together hundreds of leaders, innovators and influencers who impact the economy. At Signature Events, members can network with executives, serve as content providers, learn from an array of speakers, make business connections and build brand recognition.



OUTLOOK FOR IT 2012

Title Sponsor - tw telecom

January 27 • Sheraton Imperial • Durham

Open to all North Carolina leaders, this event is attended by leaders from across sectors (business, government, nonprofit, education) and includes the NCTA Annual Meeting, a presentation from Gartner and tech expo. The 2012 presentation from Michael Smith, Gartner's VP of Research, will highlight: IT spending trends; top 10 CEO and CIO issues; emerging issues in management of the IT enterprise; and what emerging technology will impact business in the near term.



STATE OF TECHNOLOGY

Title Sponsor - IBM

April 13 • Sheraton Imperial • Durham

State of Technology highlights tech trends as well as innovation by companies and organizations in North Carolina. This conference is relevant to companies of all types and sizes with content applicable to leaders across functional roles. Programming will feature tech consumers and providers who examine how data is collected, stored, secured, analyzed, and deployed to improve the way we live and work. Key benefits include business-relevant speakers, an exhibit showcase and high caliber networking.



GOLF TOURNAMENT

June 16 • Grandover Resort • Greensboro

Business and technology leaders throughout the region gather for an exciting day of networking fun at one of North Carolina's premier golf courses. This captain's choice format is suitable for players of all skill levels. The tournament includes breakfast, lunch and prizes awarded at the 19th Hole Reception.



LEADERSHIP CONFERENCE

Title Sponsor - EMC Corporation

June 16-17 • Grandover Resort • Greensboro

Presented by the NCTA Board of Directors, **Leadership Conference** is a member and invitation-only event that brings together key leaders to explore industry trends and sector growth. This conference provides a more personal setting for our members to discuss cutting edge issues and network with decision makers. Attendance is limited.



THINKTECH

September 20 • Hilton Charlotte Center City

ThinkTech highlights how technology drives business and features premier speakers, exhibit opportunities and networking with senior level executives from across the state.

NCTA 21 AWARDS GALA

Title Sponsor - Grant Thornton

November 8 • Sheraton Imperial • Durham

The **NCTA 21 Awards Gala** is North Carolina's only statewide technology awards program, recognizing companies and individuals who have characterized excellence, innovation and leadership in 21 categories. Highly publicized, the event includes a reception and dinner followed by the awards ceremony. This capstone event is NCTA's largest gathering of the year.





These events occur at multiple times and locations throughout the year. At Series Events, members can gain knowledge on current topics and hear perspectives from business executives while having a chance to meet and mingle with tech and business leaders before and after the sessions.

EVENTS:SERIES



EMERGING TECH + TRENDS

Title Sponsor - WorkSmart

The **Emerging Tech + Trends (ET+T)** series provides a forum where technology leaders combine professional development and networking. Each session explores new technologies and trends that are impacting the economy and workforce, and features an interactive panel of subject matter experts speaking on a dedicated topic.



THOUGHT LEADERS

The **Thought Leaders** series features candid discussions with executives, media influencers, authors and motivational speakers. Each session engages a speaker and explores topics that provide thought provoking and inspirational presentations that will both challenge you and give you tools to grow your company and yourself.

EVENTS:AD HOC



TECHWORKING

Don't just network...techwork. NCTA brings together members and the greater technology community for networking in a more casual and social atmosphere. Connect, build relationships, increase visibility and have fun doing it!

MEMBER APPRECIATION & COMMUNITY OUTREACH

Occasionally, NCTA organizes social, sporting and outreach activities for members to connect in an informal setting. There may be **Member Appreciation** events where members can bring colleagues, friends and family to a fun activity or **Community Outreach** where members can give back to the community in a structured activity.



When you join NCTA, you join a network of professionals. Through NCTA Communities, members share information and build relationships around a commonality.

COMMUNITIES

INTEREST NETWORKS (MEMBER ONLY)

An Interest Network is a community of members who share a common interest or passion. Through Interest Networks, members meet in person and virtually to stay informed and create relationships through engagement around a particular issue.



Cyber Security

CYBER SECURITY NETWORK - Provides a forum for members to exchange information so they might better mitigate ongoing IT security risks. Through the **Cyber Security Network**, members can share best practices around topics including virtualization, mobility and protection of sensitive data.



Government Affairs

GOVERNMENT AFFAIRS NETWORK - Provides a forum for members interested in state legislative or federal issues that impact their company or the economic landscape in North Carolina. Through the **Government Affairs Network**, members help develop NCTA's public policy agenda, host Tech Day at the Legislature, and participate in occasional sessions with federal officials.



Government Vendor

GOVERNMENT VENDOR NETWORK - Provides a forum for members that do business with the State and hosts meetings featuring senior state officials to discuss how technology is procured and used in state government. Through the **Government Vendor Network**, members can dialogue with policy makers on challenges they face and how technology might provide solutions in efficiency and cost reduction.



Green Tech

GREEN TECH NETWORK - Provides a forum for members interested in how technology is being utilized to drive practices that are both environmentally friendly and fiscally beneficial. Through the **Green Tech Network**, members can dialogue on all things green from awareness and best practices to advocating for policies that support incentives and funding for green tech companies.



Knowledge Workforce

KNOWLEDGE WORKFORCE NETWORK - Provides a forum that focuses on education and workforce priorities ranging from current talent demands, to curriculum and technology in schools, to promoting careers in Science, Technology, Engineering and Math (STEM). Through the **Knowledge Workforce Network**, members share insights and act to help support the development of world-class, well-educated students and workers to make North Carolina a hub for globally competitive companies.

LEADERSHIP NETWORKS

A Leadership Network is a community of members committed to strengthening North Carolina's technology industry and heightening their personal involvement with NCTA. Executives can give back to their community and engage with leaders while building their professional networks and advancing the growth of NCTA.

Ambassadors - Seasoned members who help grow and promote NCTA. **Ambassadors** share their perspective on NCTA's value to prospective members and help make new members feel welcome.

Board of Advisors - A network of leaders from within our membership who provide insight and advice to NCTA during the year. In return, Advisors gain added visibility and recognition in a variety of ways. Participation is limited to one seat per member organization and includes a fee in addition to your regular membership dues.

PEER NETWORKS

A Peer Network is a community of members who share similar functional roles for their employer. Executives can gain insight from those who have common job responsibilities and likely face similar workforce situations. Peer interaction offers powerful networking opportunities with access to real time information that can help you in your job.



CIO Peer2Peer - Provides a forum exclusive to CIOs (and IT Leaders with enterprise responsibility) of companies, organizations, and public entities to exchange information and best practices. Through CIO Peer2Peer, IT leaders gather for roundtable sessions hosted by Cisco utilizing their TelePresence technology. Session topics are selected and moderated by the participating CIOs with ongoing collaboration occurring in the CIO Peer2Peer virtual network.

VIRTUAL NETWORKS

A Virtual Network is a community of members connecting through NCTA's social media and online platforms. Members make business connections and share information without the barriers of geography or time. Leverage NCTA's virtual networks to gain exposure for your business and grow your personal network.

LinkedIn, Facebook & Twitter - The **NCTA Members Only LinkedIn Group** is open to all employees of members companies and organizations. NCTA encourages members to share information and opportunities on the discussion board and to connect with fellow members by making NCTA your common connection point. By 'Liking' **NCTA on Facebook** and 'Following' **NCTA on Twitter** you will get the latest news updates, find out what NCTA staff is up to and have access to special promo codes for discounts on events and activities.

Exclusive Virtual Networks - NCTA offers exclusive virtual communities for each Interest Network, Leadership Network and Peer Network. Through **Virtual Networks**, members engaged in any NCTA network will have an opportunity to connect through ongoing interaction and dialogue with others that have a similar interest. NCTA members can continue a discussion had in an Interest Network meeting, connect online after a Peer Network roundtable, or solicit input from a Leadership Network you belong to - at anytime from anywhere.

RESOURCES

These member benefits provide real time access to tools, discounts and information. Through Resources, members can connect with NCTA they are and whenever it's most convenient – 24/7/365.

MEMBER DIRECTORY

NCTA offers an online directory that allows any employee of a member organization to search for fellow members by several custom fields including organization name, type, and headquarters location.



Member MARKETPLACE

NCTA encourages member to member business by offering a **Member MARKETPLACE** where members can find cost savings and generate new business while supporting the NCTA community. By becoming an Affinity or Technology Partner, members increase exposure for their products and services through offering a special program, offer or discount. Members are encouraged to visit this online resource when in need of professional services, new solutions for the workplace and a wide variety of technology products and services.

NCTA 101

NCTA hosts a monthly **NCTA 101** web conference that provides an overview of events, communities and resources along with helpful hints on how to navigate the web site and take advantage of all membership has to offer. This interactive call, hosted by staff and Ambassadors, gives participants the opportunity to ask questions and hear from current members about how participation in NCTA has benefited them and their business.

PUBLIC AFFAIRS PORTAL

NCTA provides a portal for members to easily access public affairs related documents, links and information in one central location. Resources include a CapWiz Legislative Action Center, provided by CompTIA, which is an excellent tool for members researching state and federal officials, learning about issues related to technology and tracking legislation.

TALENT PORTAL

NCTA provides a portal for members to easily access the **IT Job Trends Report** and the **NCTA Job Board** as well as education and workforce related information in one central location.

- **IT JOB TRENDS REPORT** (Monthly)

Title Sponsor - The Select Group

NCTA publishes a monthly **IT Job Trends Report** that highlights the IT job market statistics in the state, provides an analysis in comparison to national trends and highlights what skills are in demand. In addition, The Select Group provides information on the current IT workforce, tracks changes in IT job demand in the state and provides analysis and content of interest to members.

- **NCTA JOB BOARD**

The **NCTA Job Board** offers members, and the industry at large, an easy-to-use and highly targeted online tool for connecting companies looking for top talent with technology professionals looking for career advancement.



WHY JOIN NCTA?

By joining NCTA, you make an investment in the success of NC's technology community, your organization, and yourself.

NETWORKS: *Grow Your Connections*

NCTA offers endless ways to grow your professional network.

- Build relationships through **NCTA Communities**
- Attend **Signature** and **Series Events** to interact with fellow professionals
- Join the **Board of Advisors** for enhanced engagement and heightened visibility
- Make virtual connections with fellow members by leveraging NCTA's **Online Member Directory** and **Social Media Platforms**

PUBLIC AFFAIRS: *Grow Your State*

NCTA connects members with public officials and government buyers of technology, while advocating a forward thinking legislative agenda to protect and support the growth of NC's technology industry.

- Join the **Government Affairs Network** and/or the **Government Vendor Network**
- Participate in NCTA's annual Tech Day at the Legislature
- Attend **Policy Briefings** with elected officials
- Access information on the **Public Affairs Portal**

TALENT: *Grow Your People*

NCTA supports members in the development of their workforce by providing market research, talent acquisition resources, quality programming and member engagement.

- Increase your industry knowledge and learn about issues impacting the technology industry
- Visit the **Talent Portal** to access the latest **IT Job Trends Report** and find top talent by posting on the **NCTA Job Board**
- Join the **Knowledge Workforce Network** if you are passionate about STEM (Science, Technology, Engineering & Math), education and jobs
- Benefit from your peers by sharing best practices and lessons learned through **Peer Networks**

VISIBILITY: *Grow Your Business*

NCTA provides marketing opportunities for members to build brand and maximize exposure to business leaders while supporting the technology industry.

- Sponsor to build your brand and exhibit to showcase your products and services
- Provide a discount or special offer to fellow members in the **Member MARKETPLACE**
- Appear in the searchable **Online Member Directory**
- Nominate your Company, Customers and Clients for recognition at the **NCTA 21 Awards Gala**
- Share your news through **NCTA Communications** including press releases, tech profiles, business articles and more...

Grow Your Knowledge. Grow Your People. Grow Your Business. Grow Your State. Save Money. Stay Informed. Gain Exposure. Expand Your Connections. Join NCTA.

We encourage you to take full advantage of your membership and be an active participant. For more up to date information about our events, programs and services, visit us online at www.nctechnology.org.

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