

## Chapter Meeting & Dinner November 19, 2008

### Topic:

### Tips & Tricks for Getting it Right Where it Matters

*How to Gain Stakeholder Buy-in and Support*

**Presenter: Marcia M. Zweerink, Ph.D.**



### Tips & Tricks for Getting It Right Where it Matters

#### How to Gain Stakeholders Buy-in and Support!

You understand the importance of records management, but can you say the same for everyone in your organization? Do you ever face challenges due to lack of buy-in by management or users? In this interactive presentation, we will discuss the critical importance of engaging stakeholders to help them understand the problem, agree to the path forward, and commit to action. Come have some fun with your colleagues and explore tips and tricks for gaining stakeholder alignment and support for records management.

### Meeting Agenda

Registration & Networking: 4:45 – 5:30 PM

Dinner: 5:30 – 6:30 PM

Presentation: 6:30 – 7:30 PM

### Fees\*

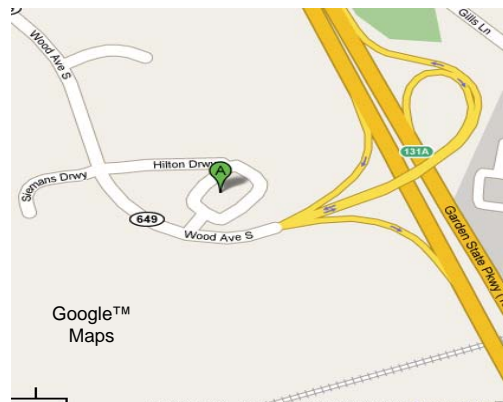
Pre-paid Members: \$30.00

Pre-registered \$35.00

Walk-Ins / Non-Member \$40.00

### Location

The Woodbridge Hilton  
120 Wood Avenue South  
Iselin, NJ 08830  
Telephone: 732-494-6200



### Registration Options

Contact: Lori Green

Telephone: 347-327-0642

Email: [membership@armannj.org](mailto:membership@armannj.org)

Online: <http://www.armannj.org/calendarandevents.html>

Web: [www.armannj.org](http://www.armannj.org)



\*Cancellations accepted up to 24 hours before the event, otherwise you will be billed.

### Speaker's Bio

**Marcia M. Zweerink, Ph.D.**  
Senior Consultant  
Cohasset Associates, Inc.

Marcy Zweerink is a Senior Consultant with Cohasset Associates, specializing in helping organizations develop information and records management strategies and programs. Marcy is known for innovative and practical solutions to these complex problems, and for driving change through motivation and consensus. Recognizing the barriers to effective records management, Marcy led the development of a new Cohasset methodology – Assured Records Management (ARM) – promoting stakeholder buy-in to records management through step-wise continuous improvement strategies that are aligned with business priorities and are defensible in court.

Website: [www.cohasset.com](http://www.cohasset.com).