



Blackbaud Announces bbcon 2012 Keynote Speaker and Educational Sessions

July 10, 2012

Fast Company cofounder and best-selling author Bill Taylor will inspire attendees to recharge their nonprofits

CHARLESTON, S.C.--(BUSINESS WIRE)--Jul. 10, 2012-- To complement more than [150 educational sessions](#) at bbcon, the world's largest nonprofit technology conference, Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced Bill Taylor as the keynote speaker for the event. bbcon 2012 will be held at the [Gaylord National Hotel and Convention Center](#) in Washington, D.C., Sept. 30 to Oct. 2.

Bill Taylor is cofounder and founding editor of [Fast Company](#), and author of several books focused on strategy, leadership and innovation, including the bestseller *Mavericks at Work: Why the Most Original Minds in Business Win* and his most recent book, *Practically Radical*.

"We are excited to have Bill Taylor join us at bbcon 2012 to share his expertise with attendees on how to shake up, transform and recharge their organizations," said Sara Spivey, Blackbaud's vice president of corporate marketing. "In addition to inspirational keynotes, bbcon offers attendees the opportunity to learn from nonprofit industry experts and each other through a variety of educational sessions and networking events."

150 educational workshops and sessions to feature nonprofit tech trends and tips

bbcon educational content will kick-off with [conference workshops](#) focused on arts and cultural, healthcare, K-12 education and higher education trends, as well as major giving and prospect research, personal and professional development, interactive tips and tricks, event fundraising and community building. These workshops are included in the conference fee but do require pre-registration.

Breakout sessions at this year's conference will focus on the following areas: analytics, arts and cultural, constituent relationship management (CRM), education, financial management, fundraising, interactive, and personal and professional development. Learn Labs, Blackbaud product training sessions, are also included in the conference fee and require pre-registration. With the [recent acquisition of Convio](#), Blackbaud has integrated Convio content focused on CRM and fundraising into this year's event along with Learn Labs for Convio products. [View the session lineup](#).

In between sessions, attendees can visit the Blackbaud Nonprofit Expo to participate in [product discovery](#) and expert labs, and to learn more about Blackbaud products, services and partners.

Early registration is available through July 31. For more information or to register, visit [www.blackbaud/bbcon](#). Follow the conference news on Twitter at [www.twitter.com/bbcon](#) or like Blackbaud on Facebook at [www.facebook.com/blackbaud](#).

About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 27,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions, and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom.

Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](#) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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