





# MSAE24 BREAKOUT SESSIONS


 CEOs, Aspiring CEOs & Senior Staff

 Meetings, Events & Hospitality

 Marketing, Communications, Public Relations & Sales

 Advocacy, Government Relations & Public Policy

 Education, Training, Credentialing, and Workforce Development

 Membership Development and Services & Volunteer Management

**TUESDAY, DECEMBER 3, 2024 | 10:45A - 11:30A**

## **Solution Room for Today's Association CEOs**



The Solution Room is a framework for peer knowledge sharing that provides participants with a brief but useful personal consulting session on any issue or a topic of their choosing. Participants can expect to walk away with a variety of ideas and resources that can be immediately applied to their greatest workplace or personal challenges, accountability partners and expanded professional networks.

## **Everyone Communicates, Few Connect**

Matthew Renz, Speaker, Author, Matthew Renz Consulting



It isn't experience, it isn't talent. If you want to succeed you must learn how to connect with people. And while it may seem like other people are just born with it, the fact is anyone can learn to make every communication an opportunity for a powerful connection. The Harvard Business Review stated, "the number one criteria for advancement and promotion for professionals is the ability to communicate effectively." This means connecting. Connecting increases your influence in every situation. If you can connect with others – in one-on-one situations, in group situations and with an audience, your sense of community improves, your ability to create teamwork increases, and your influence skyrockets.

## **Engaging the 5 Senses to Evoke Curiosity and Creativity During Meetings and Events**

Kara Nacarato, Director, Development and Operations, EventGarde



Discover how to transform your meetings and events by engaging all five senses. This session will provide practical strategies to spark curiosity and boost creativity among participants. Learn how to create immersive experiences that captivate attention, foster innovation, and make lasting impressions. Elevate your event planning skills and leave attendees inspired and invigorated.

## **Connecting and Thriving: Fostering Dynamic Member Communities**

Peggy M Hoffman, FASAE, CAE, President, Mariner Management



Chapters and Special Interest Groups (SIGs) offer members a sense of community both locally and globally. But how can we ensure these communities thrive and evolve? Join us to explore innovative strategies for empowering chapters and SIGs to embrace change and meet the evolving needs of our members. We'll delve into research-backed approaches and practical solutions to drive community engagement and impact.

## **Buzzwords and Brainworms: Making an Impression that Lasts**

Jacquelen Timm, CAE, Director, Kelley Cawthorne



Learn how to share your stories, communicate effectively, and utilize your advocacy skills to make a difference and a lasting impression with legislators!

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## TUESDAY, DECEMBER 3, 2024 | 11:45A - 12:30P

### Strategic Planning in Four Hours or Less

Bob Thomas, CAE, CCE, IOM, COO, Michigan Chamber of Commerce



As volunteer time and engagement gets harder to come by, so does their commitment to lengthy strategic planning retreats. Learn how these strategic planning hacks can take your stale strategic planning process from boring to dynamic and increase member engagement to get you the best strategic plan your association has had in years.

### Mastering Media for Maximum Impact

Jordan Raubolt, MA, Senior PR and Content Strategist, M3 Group



In today's fast-paced digital world, effective media engagement is crucial for nonprofits striving to amplify their message and mission. This dynamic session is designed to equip nonprofit leaders and communication professionals with the essential tools and strategies for successful media interactions. Participants will learn what it takes to craft compelling stories, how to handle the toughest of media interviews with confidence and leverage social media to enhance their reach and impact. Through real-world examples and expert insights, you'll leave empowered with practical skills to navigate the media landscape and elevate your nonprofit's visibility and influence. Join us to transform your media presence and drive your mission forward!

### Solution Room for Meetings & Event Professionals



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### Elevating New Member Engagement

Amanda Kaiser, Member Engagement Strategist/Author, Kaiser Insights, LLC



Do you worry that some new members join and never use their benefits? According to the New Member Engagement Study, nearly three-quarters of your colleagues worry about this trend and the high number of new members who don't renew. The good news is that we can take a few crucial steps to engage this sometimes tricky segment. Join us as we explore new members' go and no/go decisions at this stage of the member journey. You will learn about solutions you can easily add to what you already do, be surprised by the data, and experience fun new ideas. You'll leave this 1-hour program with simple processes you can implement or action with your staff team. Together, let's elevate new member engagement!

### Charting Your Path to Association Leadership: Strategies and Insights from Top CEOs

John Tramontana, CAE, MS, Executive Director, Michigan Dental Association



In this dynamic panel discussion, aspiring association leaders will gain invaluable insights into the journey toward becoming a successful association CEO. Featuring three distinguished association CEOs and a seasoned recruiter, this session will delve into the critical skills, experiences, and strategic steps necessary to prepare for and thrive in the role of a CEO. Panelists will share their personal stories, lessons learned, and practical advice on leadership development, networking, and navigating career advancements. Attendees will leave with a clear understanding of how to strategically position themselves for top leadership roles within associations.

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**TUESDAY, DECEMBER 3, 2024 | 2:30P – 3:15P**

### **Moments of Truth: How Ethics Can Guide Your Decisions**

Bonnifer Ballard, CAE, CEO, Michigan Veterinary Medical Association



A moment of truth - a situation that presents a test of leadership or moral character. Each of us faces moments of truth in the course of our work. The key to navigating these moments is to be prepared. This presentation offers a refresher on ethics with practical case examples. And then participants will do some exercises to help you work through your ethical framework. So that when you are faced with a moment of truth, you are prepared to make decisions that remain true to your own standards.

**Title: COMING SOON**



### **Budget Hackathon: 100 Crowdsourced Ideas for Negotiating & Saving Money on Your Events**

Amber Sheerin, CMP, DES, Program/Event Director, Michigan Library Assn



What are the best ways to save money on your next event? Join this lightning-fast idea exchange to uncover strategies and tactics for maximizing cost efficiencies. Participants will have the opportunity to contribute their own expertise and learn from their peers as we explore creative solutions to minimize audio visual, food and beverage, speaker, marketing, and venue related expenses without compromising on quality or attendee experience. By the end of the session, you'll walk away with a collection of 100+ crowdsourced ready-to-implement ideas.

### **Solution Room for Membership Professionals**



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### **Organizing the Members-Only Side of Your Website**

Dustin Earley, APR, Deputy Director, County Road Association of Michigan



Member resource documents scattered all over your website? Learn how one Association re-organized a mish-mash of videos, guidance documents, templates, detailed engineering spec's into an easy-to-use cache of what members now call "one of our most valuable resources."

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**TUESDAY, DECEMBER 3, 2024 | 3:45P – 4:30P**

### **Association E-Presence – Internet/Social Media Policies, Cybersecurity & Cyber Insurance**

Robert Burgee, ESQ, Attorney, Fraser Trebilcock Davis Dunlap & Cavanaugh



A primer on how associations can protect themselves in their internet presence. Topics covered will include structuring acceptable use policies for employees and members in using an association's internet platforms, email systems, and social media. As well as steps that an association can take to mitigate against cyber risks, such as hackers, ransomware, and the like.

### **Solution Room for Marketing Professionals**



The Solution Room is a framework for peer knowledge sharing that provides participants with a brief but useful personal consulting session on any issue or a topic of their choosing. Participants can expect to walk away with a variety of ideas and resources that can be immediately applied to their greatest workplace or personal challenges, accountability partners and expanded professional networks.

### **How Inclusive Events Enhance Your Membership**

Ashlee Willis, Founder & CEO, Michigan Premier Events



Inclusivity doesn't just benefit you and your attendees for the duration of your event. Inclusive events also benefits your association's membership. Creating inclusive events for your members will help them feel more connected and involved. During this session learn how inclusive events can benefit your membership through sustained engagement and increases your membership and learn how to foster inclusive events where your members feel welcomed, represented, valued and heard.

### **Transforming Member Engagement with Conversational Data Collection**

Jenna Goins, MS, MBA, CAE, Director of Membership & Marketing, NACUFS



Step into the story of how one trade association revolutionized its engagement strategies using AI-enabled technology and automated data collection. By adopting a novel communication approach that prioritizes insightful questioning, the organization has enhanced how they identify member needs, boosted sponsorship and membership revenue, and refined their outreach methods. Gain timely knowledge on the benefits of AI-enabled technology and automated data collection in enhancing membership engagement and revenue generation for your own organization.

### **Building Your Sponsorships: What's Working, and How Do We Provide Value?**

Stephen Pontoni, Executive Director, Michigan Association for Justice



A facilitated conversation regarding best practices for association sponsorships. Bring your questions and ideas so we can all help each other succeed!

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### WEDNESDAY, DECEMBER 4, 2024 | 10:45A – 11:30A

#### From Belonging to Success: Strategies for Shared Equity Leadership

Precious Miller, LMSW, Director, Michigan Community College Association



Fostering diversity, equity, and inclusion (DEI) is more critical than ever. This dynamic session, "From Belonging to Success: Strategies for Shared Equity Leadership" will equip you with the tools and insights needed to drive meaningful change in your organization. You will explore "plug and play" resources that can be used to create engaging and transformative staff training sessions, grow stakeholder engagement and foster a culture of belonging. Additionally, we will delve into the MCCA's strategic framework for measuring equitable student success, providing you with actionable strategies to bridge equity gaps and showcase your institution's commitment to student achievement. Through interactive discussions, practical activities, and a deep dive into data-driven measures, you will gain a comprehensive understanding of how to champion DEI initiatives and ensure student success.

#### Forever Connection: Using Story to Build a Thriving Community

Tom Lietz, Chief Creative Officer, MessageMakers



Association communities come in many forms. They are more than just groups of people; they have purpose, focus, diverse actors, and ongoing forms of engagement. The great ones use stories to build trust, grow connection, and deliver value. Stories connect and inspire, bring us alive, and push us to focus on what matters. Great stories are compelling yet challenging, engaging yet bittersweet, relatable yet impactful. This session will address how associations can utilize narrative to find common ground, create shared understanding, and demonstrate impact. We will discuss what goes into great collaborative storytelling and provide a usable story framework to build an engaged community.

#### Gaming for Good: Overview of MI Charitable Gaming

Kate Hude, JD, Executive Director, Michigan Charitable Gaming Association



Charitable gaming is an effective vehicle for raising funds for your charitable organization. Learn about qualification requirements, the licensing process, and the types of Michigan charitable gaming - raffles, bingo, charity game tickets, and millionaire parties (a/k/a charity poker). Whether you're a nonprofit professional or a volunteer, this workshop offers valuable tools to enhance your fundraising efforts and achieve your mission.

#### Unlocking Membership Growth: 10 Key Strategies

Shari Pash, CHRS, Membership Strategist, Strategic Solutions for Growth



Amidst the myriad priorities and challenges at your Association, discover "10 Key" areas warranting your attention to foster sustainable membership growth. From intentional recruiting of new members to strengthening engagement and increasing retention rates, this session provides actionable insights and practical steps you can immediately implement.

- Recruiting sustainable new members: Uncover strategic approaches to attract prospective investors and members.
- Strengthening engagement: Explore effective techniques to captivate your member's interest and foster meaningful interactions.
- Increasing retention: Delve into strategies aimed at nurturing lasting connections and ensuring member value and investment.
- Focusing on attention economics and how this impacts your engagement and recruitment.

#### Coalitions for the Win

Dawn Crandall, EVP of Government Relations, HBAM



Bringing like-minded people to the table in today's political environment strengthens your team. Learn how to build a winning coalition and get your policy into law.