



AGENDA

9:00 a.m. Breakfast Reception & Registration

9:30 a.m. Welcome & Featured Presentation: Creating Future-Ready Association Education Programs

Bucky Dodd Ph.D., Founder & Principal of ClearKinetic

Roy. E. Wilbanks Ballroom

Change and uncertainty are redefining the norms of how associations engage members through educational opportunities. This rapidly changing environment creates challenges; however, it also offers a unique moment for association leaders to imagine new possibilities for the role education programs play in supporting learning, driving revenue, and delivering on the association's core value propositions.

This interactive keynote session examines emerging trends and challenges facing association education and meeting leaders and explores techniques for designing programs that thrive in rapidly changing times. You'll learn how to use simple tools and methods for guiding and accelerating program planning processes, and ways to elevate the value propositions and results education offerings create for members and associations.

10:45 a.m. Concurrent Sessions:

A. Plan and Manage Your Event for Financial Success (Part 1)

Salon III

Debbie Kopkau, MBA, CAE, CMP, GMS, Director of Certification, Michigan School Business Officials
Amber Sheerin, CMP, DES, Program and Event Director, Michigan Library Association
Learn from seasoned meeting professionals all aspects of planning and managing your event from strategic planning for financial success, marketing, and using your data to make decisions.

B. Four Ways to Transform Your Event AV Budget to Maximize Return

Salon II

Bob Thomas, IOM, CAE, CMP, Chief Operating Officer, Michigan Chamber of Commerce
Are you tired of looking at the bill for traditional event AV? Let's shake it up to evaluate what audio visual you really need, look at some solutions to help you get the design you want, and think about alternatives to add value to your next event.

C. Event Planner First AID 101

Salon I

Nick Stratton, GMS, Training & Meeting Planner, Community Mental Health Association of Michigan
In the dynamic world of event planning, unforeseen medical emergencies can arise. Whether it's a diabetic attendee, cardiac arrest, an injury, or unexpected medical crisis, being prepared is crucial. This seminar is tailored specifically for meeting planners and event professionals to give you tools and knowledge to manage medical emergencies at your event or venue. From understanding the signs of different emergencies to effectively initiating the right actions, this will help you know how to handle a situation with confidence. Basic first aid and AED use will be covered, but this is not a certification course.

11:45 a.m. Lunch and Featured Panel Conversation: Overcoming Today's Challenges for Successful Meetings

Panelists: Katie Gadulka, CAE, CMP, Senior VP & CXO, Michigan Association of CPAs

Denise McGinn, CAE, President, Association Guidance

Nick Stratton, GMS, Training & Meeting Planner, CMHA

Roy. E. Wilbanks Ballroom

Moderator: Lisa Powers, CAE, CTA, CXO, Big I Michigan



Wednesday, September 11, 2024 | 9:00 a.m. – 3:30 p.m.

1:15 p.m. Concurrent Sessions:

A. Plan and Manage Your Event for Financial Success (Part 2)

Salon III

Debbie Kopkau, MBA, CAE, CMP, GMS, Director of Certification, Michigan School Business Officials

Amber Sheerin, CMP, DES, Program and Event Director, Michigan Library Association

Continuing to learn planning and managing your event for financial success by developing a budget, sharing best practice, and how to keep in the boundaries in executing a budget. We will also share tips and tricks along with creative ideas for successful events.

B. Mastering the Art of Negotiating Event Contracts for Better Outcomes

Salon II

Jean Jernigan, CAE, CMP, IOM, President, Auburn Hills Chamber of Commerce

Negotiating contracts in a fair, beneficial way includes analyzing your specific event needs. Whether a seasoned event planner or new to the field, learn invaluable insights to enhance your contract negotiation skills while recognizing a win is a win for everyone involved in the process. After all, with proper negotiations, the goal is to build a trusting relationship with your colleagues. Learn to pinpoint negotiable areas and leverage them to your advantage.

C. Marketing & Branding Association Events

Salon I

Chelsey M.B. Martinez, Chief of Staff, Director of Communications, Michigan Association of Superintendents & Administrators

Join us for an engaging session where we will explore how to effectively leverage branding, social media, email, and content marketing to elevate your association events and increase attendance. Discover best practices, success stories, and practical tips to take your event marketing to the next level. Whether you are organizing an annual conference or a networking event, this session will provide valuable insights to help you stand out and make a lasting impression.

2:15 p.m. Featured Presentation: Unlocking the Potential of LinkedIn: Maximizing Sponsor Relations, Engagement and Recruitment

Shari Pash, Growth Specialist, Strategic Solutions for Growth

Roy. E. Wilbanks Ballroom

In today's rapidly changing landscape, the ability to maintain and grow relationships with sponsors and investors is more critical than ever. In this session we delve into the power of LinkedIn as a strategic tool for sponsor engagement and member recruitment and engagement. Whether you're a seasoned user or new to the platform, this session will equip you with actionable tips and strategies to leverage LinkedIn effectively. Through live hands-on training, attendees will discover how to maximize LinkedIn for development, keeping association brand front and center, and navigate the virtual landscape to engage and grow.

3:15 p.m. Adjourn