

ne/sae

NEW ENGLAND SOCIETY OF ASSOCIATION EXECUTIVES

2019 Annual Management Conference

January
16 & 17

**SHERATON
FRAMINGHAM
HOTEL
FRAMINGHAM, MA**



#NESAEMGMT 

REGISTER ONLINE AT
nesae.org/events

PROGRAMAGENDA

Wednesday, January 16

12:30 PM **REGISTRATION**

1:00 PM **GENERAL SESSION**

HOSPITALITY TRENDS

Michael Dominguez
Chief Sales Officer
MGM Resorts International



STRATEGIC

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in the Meetings Environment. Our meeting's world has become much more complex with a variety of issues from room piracy, cybersecurity, meetings advocacy and Health & Wellness leading the charge. In this dynamic session, industry veteran Michael Dominguez will share the latest trends in the hotel industry and how they affect your meetings and incentives. Gain a better understanding of the economic environment, how structural changes will have an impact in 2019 and beyond, identify ways to optimize your relationships with hotels as well as your key stakeholders. We will also explore the internal and external forces that will continue to pressure meeting design, content dissemination and the need to understand that we no longer have attendees, but rather participants in meetings.

2:00 PM **EXHIBITS & NETWORKING**

Network with association management colleagues and industry partners during this extended afternoon break. Participate in a fun and challenging networking activity while getting know other NE/SAE members and enjoying small bites and beverages.

3:00 PM **BREAKOUT SESSIONS**

BENCHMARKING FOR BEGINNERS

Ben Markens
President
The Markens Group



APPLIED

Associations and organizations need a way to better measure their successes and challenges so they can target areas for improvement. How can you design data collection systems that will help drive business decisions and initiate needed improvements? Attend this session to learn the basics of benchmarking and the data and reports that are part of successful benchmarking programs.

APPLIED



YOU'VE GOT CONTENT! NOW WHAT?

Scott Oser
President
Scott Oser Associates

Members, events, blogs, magazine, e-newsletters, components... One thing that all of these things have in common is CONTENT. Your association produces lots of content, but are you using it to your advantage? This session will inspire you as an association marketer and show you how you can turn your content into POWER CONTENT to engage and excite members.

HANDS-ON



NE/SAE UNCONFERENCE: PART 1

Pam McKenna, CAE
President
McKenna Management, Inc.

Imagine going to a session designed completely to meet your needs. That's what an unConference is. Attendees at this year's Annual Management Conference will get a taste of an unConference by participating in this session. You will be able to exchange ideas and get advice to take you and your organization to the next level. It's about giving help and getting help in an open, collaborative environment. It's about finding invaluable thought partners among your fellow conference attendees. It's time to explore a new way of self-directed learning, follow your passion and your curiosity, and being open to possibilities that emerge in the moment. It's awesome content because the agenda is created for you, and by you, in the moment. It's just in time, it's just for you.

4:00 PM **COFFEE BREAK & EXHIBITS**

4:15 PM **BREAKOUT SESSIONS**

APPLIED



BUILDING A LEADERSHIP PIPELINE

Nikki Haton, MBA, CAE
Analyst
Association Laboratory

Is your organization having difficulties filling leadership positions on Boards or Committees? Does it lack diverse perspectives in leadership? Are valuable members being underutilized? The solution begins with a holistic evaluation of your volunteer process. In this session, you'll gain insights into the key areas that should be evaluated to ensure your organization is prepared to recruit and sustain future volunteer leaders. By attending this session, you'll: know how to effectively orient the potential volunteer to the opportunities available; understand the different volunteer types; identify methods to recruit volunteers; and understand ways to develop and sustain volunteers. Begin your first step in developing a leadership pipeline by attending this session.

PROGRAM AGENDA

Wednesday, January 16

DRIVING CHANGE: LEAD & SUCCEED DURING TRANSFORMATIONAL TIMES

Eric Curtis
President,
Curtis Strategy



STRATEGIC

Is it any wonder why change is so difficult? It can evoke fear, a lack of security, and many other powerful emotions. Beyond the psychological and physiological responses, there are also organizational challenges to contend with such as role changes, financial burden, and the impact on culture. It is no wonder that the vast majority of change efforts fail. However, responding to change positively, effectively, and responsibly allows organizations to create a culture of adaptability and to remain viable. Throughout the change process it is the organization's leaders' the "sponsors of change" who play the most critical role in determining the success of the effort. This begins when leaders make a personal commitment and understand the psychology of change. While there are many approaches to achieving desired results, engaging all stakeholders, a clear vision, prioritization of change initiatives, and effective communication is the formula for success.

NE/SAE UNCONFERENCE: PART 2

Pam McKenna, CAE
President
McKenna Management, Inc.



HANDS-ON

Continue in this unique interactive session with Pam McKenna.

5:30 PM NETWORKING DINE-AROUNDS

Introducing NE/SAE Dine-Arounds! Network with association executives and industry partners at some of the area's best restaurants. We'll take care of the reservations for you - all you have to do is enjoy your evening with your friends and colleagues! This is a dutch-treat event. Pre-registration is required, so watch for details via email later this fall.

PROGRAM AGENDA

Thursday, January 17

7:30 AM REGISTRATION, BREAKFAST & EXHIBITS

8:30 AM WELCOME FROM NE/SAE'S CHAIR

8:45 AM GENERAL SESSION

STRATEGIC



VALUES THAT WORK: OPERATIONALIZING YOUR ASSOCIATION'S CULTURE

Mark Sedgley
CEO & President
MemberClicks

No matter your industry, it's a fact that almost all well-run organizations have one thing in common: Consistency! Can you say the same about your association's culture? As most employee cultures naturally evolve over time, it can be complicated to understand how to quantify behaviors you want to define your internal brand and what actions you want to leave behind. Learn hard takeaways on how you can self-evaluate your cultural values and discover what behaviors will work best for your association today! Key Takeaways: Learn why inconsistency could lead to the downfall of your association's culture; Understand what behaviors will encourage employees to reinforce your values; and discover which values your association needs to flourish and which values have to go.

9:45 AM BREAK & EXHIBITS

10:45 AM DEEP DIVES

APPLIED



WE WANT YOU BACK: TOOLS TO RE-ENGAGE LAPSED MEMBERS

Scott Oser
President
Scott Oser Associates

An association's goal is to provide meaningful experiences so that members stay engaged, but what happens to the lapsed members? What can you do to bring them back? In this session, get the tools you can use to re-engage lapsed members and bring them back into the fold.

PROGRAM AGENDA

Thursday, January 17

FORESIGHT UPDATES

Sue Pine
VP of Professional Development
AH



STRATEGIC

A key role of an Association Executive is to monitor big shifts that could change the way your association functions and perhaps even impact the type of services you need to deliver to association members. The ASAE Foundation's new research program is designed to help association leaders handle these kinds of challenges. The foundation's #Foresight-Works research project provides key information on current business and association trends and empowers leaders to create a "culture of foresight" within their organizations. Attend this session to learn about the biggest trends and change drivers that will affect our world, and your association!

HOW DO YOUR ASSOCIATION POLICIES & HANDBOOKS COMPARE?

Jose Costa
VP of Operations Services
Northeast Gas Association



HANDS-ON

How does your organization compare to others in the region, nationally, regarding key employment policies and benefits? In this session, we will discuss several employment policies and benefits, for example: alternate work day, dress code, vacation, sick time, and more. Working in groups, we will share company employment policies and benefits. How do you compare? Are you competitive when recruiting for new employees? How do you create effective policies to keep employees happy and productive?

12:15 PM

GENERAL SESSION, OVER LUNCH

HOW TO CREATE A VALUE PROPOSITION THAT ATTRACTS MEMBERS

Lisa Dennis
President, Knowledge Associates
Senior Associate, ITSMA



STRATEGIC

APPLIED

With today's sophisticated and well-informed buyers, the "standard" value proposition just doesn't cut it anymore. For associations who are challenged with attracting members in a sea of competing association, a compelling value proposition is critical. Communicating the uniqueness of your association's member benefits and offerings isn't easy. The

hardest part is pinpointing what truly differentiates you from all the other available alternatives. In this dynamic talk, you will learn how to create a member-focused message that SELLS.

Attendees will leave with:

- Highlights of buyer research that provides actionable steps to transform your messaging
- Steps to shift the focus from your offer to the "member experience" that drives decisions
- How to identify the most desired attributes to get your membership offer on the short list
- A simple tool to do a "weakness check" on your value prop to avoid common mistakes
- The keys to message alignment that drive decision making

1:45 PM

ADJOURNMENT

STRATEGIC

High-level sessions designed to build awareness and stimulate discussion about emerging industry, management, and leadership trends.

APPLIED

Tactical sessions with tangible takeaways for those seeking to build their knowledge and experience in a variety of association management topics.

HANDS-ON

Interactive sessions where you'll spend time learning from, and with, your peers.



NE/SAE's 2018 Annual Management Conference offers **6.5 CAE Professional Development Hours**

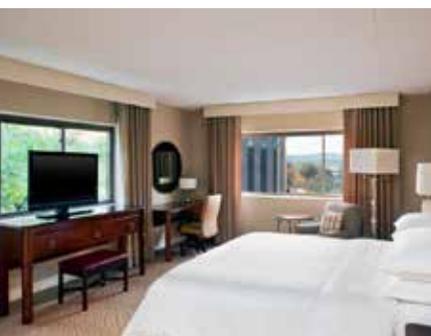
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PROGRAM AGENDA



OVERNIGHT ACCOMMODATIONS

A limited number of discounted overnight rooms are available at the Sheraton Framingham Hotel & Conference Center on Tuesday & Wednesday for \$119 per night (plus taxes and fees). To make your reservation, call (508) 879-7200 and mention that you are with NE/SAE. Discounted rooms are available until December 16, 2018.



Thank You to Our Education Committee:

Karen Dumond, RCE, e-PRO

Director of Marketing and Member Services
Massachusetts Association of REALTORS®

Christy Dancause

Executive Director
ACG Boston

Peggy Duffy-Shea

Education/Events Manager
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Donna F. Dunn, CAE

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Sue Korycansky

Director of Sales and Marketing
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