ne/sae

2020 CONFERENCE FOR ASSOCIATION EDUCATION



FOUR POINTS BY SHERATON NORWOOD, MA

JAN 23-24

REGISTER NOW!

Formerly known as the Annual Management Conference, NE/SAE's new **Conference for Association Education** is the premier conference for both association executives AND association professionals. This year's conference will be bigger and better than ever, as we offer more programming, new networking opportunities, and more!

WHO IS THIS CONFERENCE FOR?

CEOs and Executive Directors - Join us on January 23rd for a half-day Leadership Forum focused specifically on the high-level issues you face in your role, as well as a facilitated networking event immediately following. And, join us on January 24th for a full-day of interactive programming that dives into other topics relevant to the C-Suite, including cultural intelligence and diversity, effective feedback and coaching, legislative and regulatory trends for associations, executive and staff compensation, and more!

Association Professionals - Join us on January 24th for a FULL DAY of interactive programming, focused on tactical, how-to topics across a variety of functional areas, including member engagement, communications and marketing, programs, products, and services, and professional development.

Industry Partners - Join us for a networking event on January 23rd and in our exhibit hall on January 24th.



OVERNIGHT ACCOMODATIONS

Discounted overnight rooms are available to NE/SAE conference attendees and exhibitors at the **Four Points by Sheraton Norwood Hotel & Conference Center**. Rooms are limited and you must book by January 2, 2020 to receive the discounted rate of $125 per night, plus tax. To book your reservation please call 781-769-7900 and be sure to mention you are with NE/SAE.

AGENDA



Thursday, January 23

1:00 PM - 1:30 PM
Registration

1:30 PM – 5:00 PM
Leadership Forum





Speakers: *Cynthia Mills, FASAE, CAE, The Leaders' Haven and Donté Shannon, CAE, CEO, Association of Equipment Management Professionals and Chair, CAE Commission, ASAE*

The next decade is not only going to be unlike any we have previously experienced as leaders, it's success is going to either tee up associations to take advantage of a coming "Golden Age" or it will steamroll over well-intentioned but unprepared professionals and boards. Join us as we consider a complex set of variables that are fundamentally reshaping the questions we should be asking, will impact our workforces and how they design their career arcs, will impact our governance performance, and will create a new breed of entrepreneurial CEOs and senior leadership team members, whose skill sets will be tested and honed in unexpected ways from 2020-2030, as we lead organizations that impact every profession and industry in the world.

In working groups, we'll challenge the information presented, posit working solutions, consider the breadth & depth of the impacts coming, and crowdsource our wisdom to tee up participants to drive new conversations into their associations for the coming decade.

5:00 PM – 6:30 PM
Facilitated Networking Event

For Association Leaders and Industry Partners



Facilitator: *Diane Darling, Author, Speaker, and Relationship-Builder*

For Leadership Forum participants and industry partners. Join us for an interactive networking event as you learn about how to improve your relationship - building skills and make new connections while doing so!

Friday, January 24

7:30 AM - 8:30 AM

Registration, Breakfast & Exhibits

8:30 AM - 9:30 AM

Opening General Session

Communicate with Strengths: Key Words That Undermine Your Effectiveness



Speaker: *Karen Purves, International Speaker*

Got the right words? Laugh and learn in this session filled with the latest solutions in effective communication, based on neuroscience principles. What are you saying that's causing your staff, board, members and clients to subtly feel uncooperative or defensive? Karen will tell you - and give you replacement words and phrases. Leave with an immediate, specific, action plan. After participating in this program attendees, on average, said their ability to better communicate in business improved 64%.

9:30 AM - 10:15 AM

Networking Break & Exhibits

10:15 AM - 11:15 AM

Breakout Sessions

Cultural Intelligence – A New Way to Make Diversity Work



Speaker: *Ank Stuyfzand, Founder, SYNC*

Research shows that diversity on teams is highly beneficial to creativity, effectiveness, and bringing out the best in each team member. To reap these benefits however, one has to understand and be comfortable working with and managing people from diverse background and cultures. Nuances around directness, formality, assertiveness, -body-language and the like, can lead to false assumptions about motivation and engagement, often resulting in less productive attitudes and behaviors. And both individual and team performance suffer from this. Cultural Intelligence is a whole new way of approaching cultural sensitivity, racism and diversity effectiveness. It is a skillset that makes the difference between individuals and organizations that succeed in today's globalized and multicultural world and those that fail. And it is a capability that anyone can develop.

The 4 C's of Engagement: Capture, Customize, Curate & Communicate



Speaker: *Sarah Sain, Director of Content, Member Communications, Naylor Association Solutions*

Similar to the 4 C's of a diamond (Color, Clarity, Cut & Carat), the 4 C's of engagement (Capture, Customize, Curate & Communicate) for an association's communications can determine its quality, and ultimately, its value. Backed by data from the 2019 Association Communications Benchmarking Report, this session will cover recommendations on how to effectively incorporate and manage the 4 C's of engagement into your communications program. The session will also include communications best practices and unique approaches from the association that received the highest overall score in the 2019 Best Practices Report Card.

Inventory & Optimize Current Association Assets to Grow Engagement & Revenue





Speakers: *Scott Oser, President, Scott Oser Associates and Aaron Wolowiek, Founder & CEO, Event Garden*

Why is it that when attendance, engagement and revenue is down, the answer seems to lie most often in a new program, product or service? What if instead of always trying to overcome the incredible barriers and burdens of launching something new, we simply did a better job of collectively inventorying the stuff we already have, then dusting it off, polishing it up and optimizing it? During this program, take a page out of Flea Market Flip by utilizing your current association assets to achieve membership, education and non-dues revenue growth goals.

11:15 AM - 11:30 PM

Networking Break & Exhibits

11:30 AM - 12:30 PM

Breakout Sessions

Effective Feedback



Speaker: *Tyler Enslin, Founder, Tyler Enslin International*

Creating a culture that embraces candid feedback is one of the greatest challenges facing organizations today. In this interactive program we will examine feedback from both perspectives: giving and receiving.

Participants will determine why constructive or 'negative' feedback is often either avoided or delivered in a way that is ineffective. Through a series of videos we will discuss the common barriers that are experienced by the receiver. To limit these barriers, effective feedback requires skill, and the application of specific techniques on the part of the giver. On the receiving side, we will discuss how to respond, accept, and apply constructive feedback even if it is given in unkind, or vague fashion. Participants can be confident as they implement these techniques and principles whether they are giving or receiving feedback.

9 Secrets to Building a Volunteer Surplus



Speaker: *Aaron Wolowiek, Founder & CEO, Event Garde*

As it turns out, shoddy outcomes and unreliable volunteers can be the exception rather than the rule. Although the benefits of a successful volunteer management program are many and varied, the complexities should not be underestimated. Given the right approach, however, the investment can be well worth it. In this session, examine strategies to ensure your association makes it easy, enjoyable and beneficial for your volunteers to give back – and you will be rewarded tenfold.

Understanding Financial Data for Non-Finance Association Professionals



Speaker: *Elizabeth Stasiowski, Senior Financial & Accounting Manager, Insource Services*

Board members bring a variety of talents and expertise to an organization or association, but they along with Chief Executive Officers, Directors and other key staff members do not always have extensive experience with finance and accounting matters. How can we both understand and then communicate the essential financial information we and they need to know to effectively manage and serve an organization? Association management and governing board members cannot properly perform their duties if they do not obtain and understand information about the organization's financial position. They can neither make informed decisions about goals and planning nor monitor the organization's progress towards those goals, leaving them unable to fulfill their fiduciary responsibilities. In this session, attendees will gain a basic understanding of how to pull key crucial information from a set of financial statements, as well as guidelines for what and how to share key financial information with boards of directors in a concise and effective way.

12:30 PM - 1:30 PM

Lunch, Networking & Exhibits

1:30 PM - 2:30 PM

Breakout Sessions

2020 Vision: A Politics & Policy Primer for Associations



Speaker: *Jeff Evans, Associate Director, Public Policy, ASAE*

As a community, associations must navigate evolving regulatory and legislative landscapes – particularly during a presidential election year. Learn from ASAE's advocacy staff about important policy issues for associations, the political environment and expectations for the year ahead.

This is How You Do It – Proven Secrets to Email Etiquette



Speaker: *Karen Purves, International Speaker*

Find out the answer while participating in this cutting edge, jam packed, interactive session filled with proven email tips for emails to individuals (not "mass" emails). You'll learn easy, time-saving solutions to help ensure others open, read and respond to

your emails, as well as how Karen gets over a 90% response rate to her emails. After participating in this program attendees, on average, said their ability to write a more effective email improved 74%.

Member Recruitment Panel

Panelists: *Interested in participating on this panel?* **Let us know! Please email andrew@nesae.org**

2:30 PM - 2:45 PM

Networking Break & Exhibits

2:45 PM - 3:45 PM

Breakout Sessions

Know Your Worth, and What Drives Association Pay – Analyzing 2019 Association Staff Compensation in New England and Beyond



Speaker: *Kevin Whorton, Whorton Marketing & Research*

In this session, we will discuss what are prevailing wages today for the Executive Director position, other c-suite roles, VPs/Directors and other staff positions in key functional areas, compare New England compensation to other regions of the US and specific large markets including Florida, Texas, and California, look at the average annual pay increases in the years we have conducted the studies for NESAE, and the apparent long-term trend, and drill down into factors that explain levels of CEO pay and pay for the most common specialzed positions, including type and size of association, years on the job, gender, and geographic location.

Results-Driven Event Marketing for the Discerning Attendee



Speaker: *Scott Oser, President, Scott Oser Associates*

Capturing your industry's slice of meetings revenue requires, among other tactics, results-driven event marketing. This type of marketing occurs in three distinct phases: pre-planning, implementation and post-activity. When intentionally designed, developed and implemented, the right event marketing can cause both attendance and revenue to soar. During this session, examine each phase of this three-part marketing plan, along with simple application ideas to jumpstart your journey.

Mastering Your Memory



Speakers: *Tyler Enslin, Founder, Tyler Enslin International*

The human brain possesses an incredible amount of power to store and recall information. Unfortunately most people are never taught how to fully access this ability. In this fun and highly engaging training program you will learn unique and exciting methods to increase your memory skills to extraordinary levels. Most importantly, discover how to use these new skills in daily life. Instantly recalling people's names, giving presentations without notes, and improved mental organization are just a few of the practical benefits from this intriguing program. Tyler delivers the training in energetic fashion with no notes or PowerPoint to encourage maximum audience participation and to impart as much value as possible to all who attend.

3:45 PM - 4:00 PM

Networking Break & Exhibits

4:00 PM - 5:00 PM

Closing General Session

Association Open Mic

End your experience at the Conference for Association Education with a facilitated open-mic style session. Share your questions, challenges, ideas, or success stories with the group and receive real-time insights and feedback from your peers.

NE/SAE is a CAE Approved Provider. This program is approved for up to 9.5 CAE professional development hours.



Register Online at NESAE.org

Leadership Forum & Main Conference

Regular Member	*Non-Member*
$275*	**$350***

Main Conference Only

Regular Member	*Non-Member*
$200*	**$275***

Leadership Forum Only

Regular Member	*Non-Member*
$95	**$105**

**Add $50 after January 3rd*

Refunds & Cancellations: Attendee refunds are subject to a $25 processing fee. *Sorry, no refunds after January 9, 2020.*

Consent to Use of Photographic Images: Registration and attendance at, or participation in, NE/SAE meetings and other activities constitutes an agreement by the registrant to the use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities by NE/SAE and other third parties, including but not limited the venue, the host city, and the host CVB.

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NEW ENGLAND SOCIETY OF **ASSOCIATION EXECUTIVES**





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