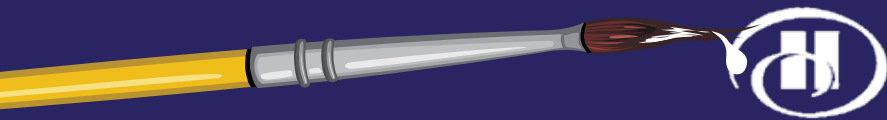


RE

IMAGINE

FSAE 2021 Annual Conference
June 29 - July 1



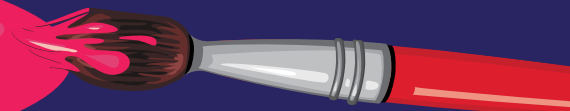
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Welcome to
Conference!



WELCOME TO THE FSAE 2021 ANNUAL CONFERENCE



LONNY POWELL
FSAE Chair 2020-21



GAIL SIMINOVSKY, CAE
FSAE Chair 2021-22



SUZANNE NEVE
2021 Annual Conference Co-Chair



KIM WETZEL
2021 Annual Conference Co-Chair

PROGRAM AT A GLANCE



11 Hours CAE - 11 Hours CMP

MONDAY, JUNE 28

12:00 PM – 3:00 PM FSAE/Foundation Board Meetings
 1:00 PM – 3:00 PM Silent Auction Drop-Off
 3:00 PM – 5:00 PM Registration Open
 5:30 PM JW Marriott Leadership Reception
Invitation Only Event

TUESDAY, JUNE 29

9:00 AM – 4:00 PM Registration Open
 9:00 AM – 5:00 PM Silent Auction Open/Drop-off
 10:00 AM – 12:00 PM CEO Roundtable, Meeting Planner Roundtable and Diversity Workshop
 10:00 AM - 4:00 PM Learning Lounge Open
 12:00 PM - 12:30 PM First-Timer Meet Up
 12:00 PM – 2:00 PM Lunch on Your Own
 1:30 PM – 2:00 PM Refreshment Break
 2:00 PM – 4:00 PM Opening Keynote Session
 4:00 PM – 5:00 PM LifeBoat Project Pop-up Store Open
 4:00 PM – 5:00 PM Welcome Reception & YEP Meet-Up
Dinner on Your Own
 8:00 PM Wyndham Grand Hospitality Reception
Invitation Only Event

WEDNESDAY, JUNE 30

7:30 AM – 4:30 PM Registration Open
 8:00 AM – 3:30 PM Silent Auction Open
 8:00 AM – 9:00 AM Leadership Breakfast
 9:00 AM – 4:00 PM Learning Lounge Open
 9:00 AM – 10:00 AM Breakout Sessions
 10:00 AM – 10:45 AM Networking Break
 10:15 AM – 10:35 AM MicroSession: Trade Shows
 10:45 AM – 11:45 AM Breakout Sessions
 12:00 PM – 1:30 PM General Session Keynote Luncheon
 1:45 PM – 2:45 PM Breakout Sessions
 2:45 PM – 3:30 PM Networking Break - Auction Closes
 3:45 PM – 4:45 PM Breakout Sessions
 7:00 PM – 10:00 PM Conference Gala Reception & Dinner

THURSDAY, JULY 1

8:00 AM – 10:00 AM Registration Open
 8:00 AM – 9:00 AM Breakfast & Coffee Station
 8:30 AM – 10:30 AM Auction Item Pickup
 10:00 AM - 1:00 PM Learning Lounge Open
 9:00 AM – 10:00 AM Breakout Sessions
 10:15 AM – 11:15 AM Breakout Sessions
 11:30 PM – 1:15 PM Closing Keynote and Awards Luncheon
 1:15 PM Adjourn

Be sure to wear your name badge to
all Conference functions

ANNUAL CONFERENCE COMMITTEE

A special thank you to all of the Annual Conference Committee members for their enthusiastic involvement and dedication in ensuring the success of FSAE! Each of these committee members chaired individual committees/task forces that collectively made Annual Conference happen!

CONFERENCE CO-CHAIRS:

Suzanne Neve and Kim Wetzel

EDUCATION COMMITTEE

Chair: Crissy Tallman, CMP, CAE

MARKETING COMMITTEE

Chair: Charla Lucas

SPONSORSHIP SUB-COMMITTEE

Chair: Carrie Millar, MBA, CAE

FOUNDATION AUCTION COMMITTEE

Chair: Christy Gandy

AT-LARGE MEMBERS

Tara Liaschenko, CMM; Kim Martinez

THANK YOU TO OUR CONFERENCE HOST SPONSOR:



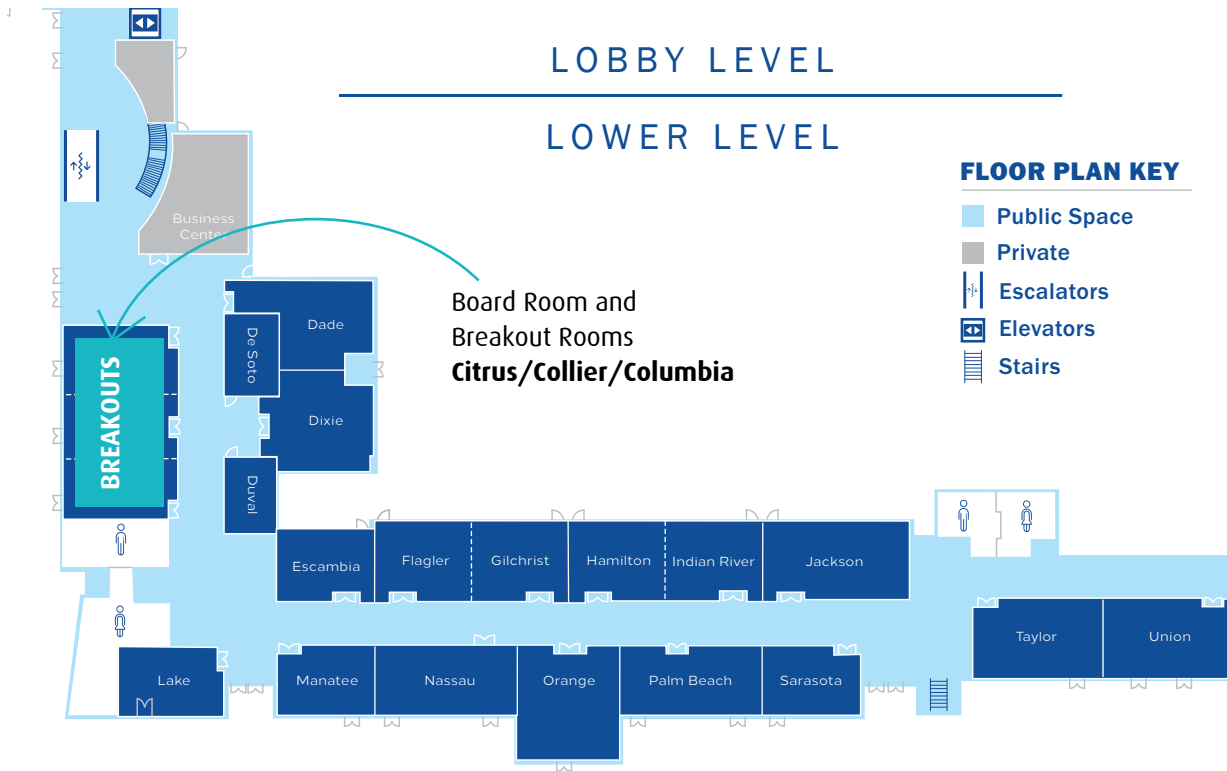
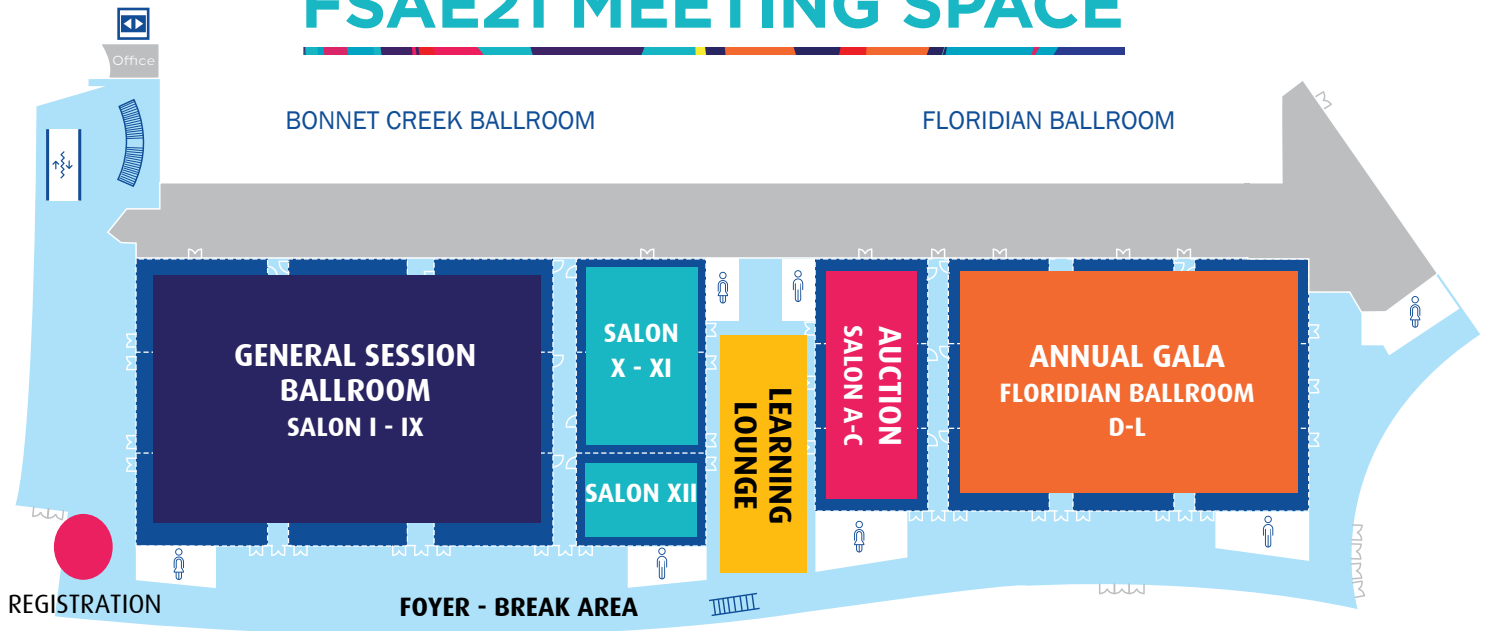
**Hilton Orlando Bonnet Creek
is a proud sponsor of #FSAE2021**

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GROUP ARRIVAL
MEET BUSES

FSAE21 MEETING SPACE



FLOOR PLAN KEY

- Public Space
- Private
- Escalators
- Elevators
- Stairs

Hybrid Sessions

See this handy marker for Hybrid? That means the session is being broadcast to our virtual audience and is available to all attendees through the virtual platform. These sessions will also be broadcast in the **Learning Lounge**.

To participate virtually, go to <https://fsae.eventowl.net/> on your laptop and use the same login as your meeting app.

Thank you to our Hybrid Partners who made this Option Possible:



AV Sponsor



Event Owl

Virtual Platform Provider



THE Link
{event professionals, inc.}

Virtual Program Producer

THANK YOU SPONSORS!



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AUCTION SCHEDULE

MONDAY, JUNE 28

Silent Auction Drop-off
1:00 pm - 3:00 pm

TUESDAY, JUNE 29

Silent Auction Open
9:00 am - 5:00 pm

WEDNESDAY, JUNE 30

Silent Auction Open
8:00 am - 3:30 pm
3:30 pm - Silent Auction CLOSES

THURSDAY, JULY 1

Pick Up Winnings!
8:30 am - 10:30 am

PICK UP THURSDAY MORNING ONLY

For your convenience, there is a FedEx Office and Ship Center located in the hotel.

Participate in the 50/50 Drawing!

Support the FSAE Foundation and enter your name to win half the cash donated in the 50/50 drawing! Tickets are just \$5 each and the drawing will be held at the Closing Session on Thursday. **Must be present to win.**

See an Auction Volunteer to participate.

Please support our donors when you need services they provide. Our auctions and fundraising efforts would not be successful without their support and generosity.

THE SILENT AUCTION FLORIDIAN SALON A-C

The FSAE Foundation Silent Auction is known as one of the best places to shop for yourself or your organization. This year's auction is loaded with great items and services! Visit the Silent Auction and bid on some dream vacations, jewelry, and home goods that you just can't live without.

NEW THIS YEAR: MOBILE BIDDING! With your safety in mind, we will be having a touchless Auction this year. Browse items online or in-person at Annual Conference, but all bidding will be done directly from your mobile device. **Text FSAE to 71760** to check out the auction and start bidding. Note that all items close on Wednesday at 3:30 PM. Good luck! Pick up your items Thursday morning!



Other fun Foundation favorites going on in the Silent Auction room include the Wine & Liquor Toss and the chance to win one of three amazing packages with the purchase of BIG Tickets.

BIG TICKETS: \$25 each or Buy 4 get 1 FREE

- Disney Experience Package
- 6-8 Night Royal Caribbean Cruise for Two
- Marriott International Hotels & Resorts of FL: 2 Night Stays at 11 FL Marriott Hotels & Resorts

See page 8 for more details on these great opportunities!

WINE & LIQUOR TOSS

WINE & LIQUOR TOSS SPONSORED BY XSITE AND HILTON

Toss a ring and win a bottle of wine or liquor to take home with you! By popular demand, we're bringing back the Wine & Liquor Toss game to the Silent Auction. Come play - and even if you don't win you'll receive a special gift from XSITE and Hilton. Join in the fun!

Thank you to all members who donated wine & liquor!

*All Auction proceeds help fund educational programming, professional development grants and research initiatives for the association industry.
Thank you for your participation and support!*

MONDAY, JUNE 28

12:00 PM - 3:00 PM – FSAE AND FOUNDATION BOARD MEETINGS CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)
Sponsored by Streamsong Resort

5:30 PM - 8:00 PM – LEADERSHIP RECEPTION - OFFSITE RECEPTION
Sponsored by JW Marriott Orlando Bonnet Creek

FSAE Board Members and registered Association Executives and their guests are invited to attend the Leadership Reception at the brand-new JW Marriott Orlando Bonnet Creek to RE.IMAGINE the world ahead. Step forward into the future of events at Orlando's newest luxury resort.

Dress is Business Casual - An Invitation Only Event

Meet the buses at 5:15 PM in the Group Arrival Area just outside the meeting space hallway, near the hotel's Disney store

TUESDAY, JUNE 29

10:00 AM - 4:00 PM LEARNING LOUNGE OPEN DAILY
Sponsored by St. Augustine, Ponte Vedra & The Beaches VCB

Need a place to meet with fellow attendees or watch hybrid sessions with your peers? The Learning Lounge is the place to be! Open for your convenience and your needs, the Lounge is located in between breakout sessions and the Auction room for comfy & convenient options. Open daily for FSAE21!

10:00 AM - 12:00 PM ROUNDTABLE DISCUSSIONS & DEEP DIVES

Join us for these two-hour, informal discussions of new ideas and current challenges with small groups of your peers.

CEO Roundtable - Facilitated by Michele White, CAE - SALON X - XI
Sponsored by Naylor Association Solutions

The CEO Roundtable is a confidential discussion among Association CEOs/Executive Directors/CSEs only. Previous discussions included HR and staffing issues, board relations, member recruitment and retention, and more.

Open to Association CEOs, Executive Directors, and CSEs only

Diversity, Equity & Inclusion Workshop: Unconscious Bias and Uncomfortable Conversations - SALON XII
Speaker: James Pogue PhD

Sponsored by VettedSolutions

This powerful workshop will help participants better understand diversity issues, actively challenge unintentional biases and prepare for uncomfortable conversations to become stronger, more inclusive leaders.

Open to all association executives

Meeting Planner Roundtable - Facilitated by Krystal Humphrey - CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)
Sponsored by Visit Gainesville

Discuss current planner challenges with peers who've been in your shoes, including F&B and decor on a budget, contract negotiations, ethics, technology and more. *Open to Meeting Planners and Executives Only*

12:00 PM - FIRST-TIMER MEET UP - BONNET CREEK BALLROOM FOYER

Conference First-Timers are encouraged to meet other first-timers at noon. This is a great opportunity to connect with others or just find someone to go to lunch with or sit with at the Opening Session.

12:00 PM – 2:00 PM - LUNCH ON YOUR OWN

The Hilton Orlando Bonnet Creek is offering FSAE21 Attendees a **10% discount** in all F&B outlets except La Luce, Zeta Asia and Bull & Bear. Make sure you wear your name badge for the discount! Thanks HBC!!

WI-FI INSTRUCTIONS

Network: **Hilton_Meeting**

Password: **Caribe**

1. Select *Hilton_Meeting* wifi network
2. Open your web browser
3. Enter the username and password as shown above - case sensitive

Conference Wi-Fi Sponsor



CONFERENCE APP & GAMIFICATION

**COMPLETE MISSIONS.
WIN PRIZES.**



The FSAE Conference Gamification is an innovative and exciting program designed to highlight the best experiences at the FSAE21! Look for flags and network with sponsors to earn points.

Download the app for all your conference information as well as to get in on the game. Complete the missions and make your conference experience even more fun and playful!

Here's how to get started:

Go to your app store and search for **FSAE**. Login with the email address you use for the FSAE website. Check your email for your access code, and enter it to continue. You'll only do this once.

Stop by the Technology Help Desk

near Registration if you have any questions or need any help throughout your gaming process.

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EXPERIENCE

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FLORIDA

App Provided by

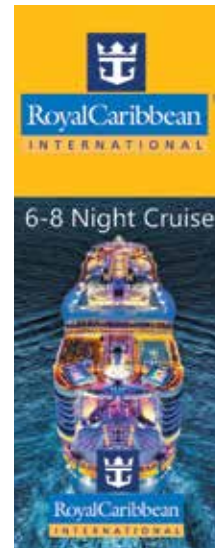


Event Owl

BIG TICKETS

Here is your chance to win BIG! The Silent Auction has three once-in-a-lifetime packages for the BIG Ticket drawings. The odds to win one of these packages are amazing! Your name is entered into the drawing for every ticket purchased! The drawing will be held during Thursday's Closing Keynote Luncheon and you don't have to be present to win.

Buy your tickets at the Silent Auction Registration Desk or from an Auction Volunteer before 10:30 am on Thursday to be entered. Suggested Donation of \$25/ticket or Buy 4, Get 1 FREE! Good luck!



DISNEY EXPERIENCE PACKAGE

4-Night Stay & Customized Disney Experience

Disney's Coronado Springs Resort at Walt Disney World® Package includes four (4) nights' accommodations, daily overnight parking at the resort, and a Disney Gift Card (Value of \$500) which gives you the opportunity to customize your own Disney Experience!

ROYAL CARIBBEAN CRUISE FOR TWO

6-8 Night Cruise for Two

6-8 Night Royal Caribbean Cruise for two in a Balcony Oceanview Stateroom inclusive of taxes/fees and gratuities. Sail on a Royal Caribbean Cruise to one of these incredible cruise destinations - Caribbean, Bermuda, Canada, Alaska, or Europe! This is the trip of a lifetime!

STAYS & GOODIES FROM 11 MARRIOTT PROPERTIES

Stays & Goodies from these 11 Marriott Hotels & Resorts of FL:

Orlando Marriott World Center; Walt Disney World Swan & Dolphin; Renaissance Orlando at SeaWorld; JW Marriott Bonnet Creek; Renaissance Vinoy Resort & Spa; Fort Lauderdale Marriott Harbor Beach Resort & Spa; Sawgrass Marriott Golf Resort & Spa; JW Marriott Tampa; Gaylord Palms; Marriott Sanibel Harbour Resort & Spa; JW Marriott Turnberry Resort & Spa

1:30 PM - 2:00 PM REFRESHMENT BREAK - BONNET CREEK BALLROOM FOYER

Sponsored by *Sheraton Sand Key Resort*

Grab a refreshing beverage before going in to the Opening Session

2:00 PM – 4:00 PM OPENING KEYNOTE SESSION

OPPORTUNITY ROCKS: HOW TO DEVELOP A ROCK STAR MINDSET THAT TURNS SOLUTIONS INTO RESULTS



“Marvelless” Mark Kamp

BONNET CREEK BALLROOM I-IX

Keynote Sponsored by *Hard Rock Hotel Daytona Beach*

Using the lessons learned from top musicians, Business Rock Star “Marvelless” Mark Kamp brings rockstar success to your organization.

Innovation starts with creative thinking. Leaders must think strategically to achieve results. This experiential presentation shows you how to communicate more effectively, create change rather than manage it, and create unheard-of collaborations that can change your culture.

Session Key Take-Away:
Learn how to communicate more effectively and create change rather than manage it

4:00 PM – 5:00 PM LIFEBOAT PROJECT POP-UP STORE - BONNET CREEK BALLROOM FOYER

#FSAE21 COMMUNITY OUTREACH TO SUPPORT HUMAN TRAFFICKING SURVIVORS

The Lifeboat Project serves five Central Florida counties to turn human trafficking victims into survivors. Guiding survivors on their journey towards sustained freedom and recovery, they provide long-term aftercare, trauma counseling, housing, personal development and educational resources. Each purchase from the onsite pop-up store or directly through their website gives freedom to women affected by the sex trade. TheLifeBoatProject.org

TUESDAY SOCIAL EVENTS

4:00 PM - 5:00 PM: WELCOME RECEPTION & YOUNG PROFESSIONALS MEET UP

ALL ATTENDEES INVITED - BONNET CREEK BALLROOM FOYER

Meet-up with other attendees for this informal Welcome Reception right after the General Session ends.

DINNER ON YOUR OWN

The **Hilton Orlando Bonnet Creek** is offering FSAE21 Attendees a **10% discount** in all F&B outlets except La Luce, Zeta Asia and Bull & Bear. Make sure you wear your name badge for the discount! Thanks HBC!!

8:00 PM - 11:00 PM - AFTER GLOW HOSPITALITY

Hosted & Sponsored by *Wyndham Grand Orlando - An Invitation Only Event*

Association Executive Attendees and their registered guest are invited to “experiment” with an in-person cocktail party because the past year has made us all a little *mad...* Join the Wyndham Hotels Hospitality Party Lab for molecular bites, compound cocktails and explosive entertainment.

The Wyndham Grand Orlando is directly across the street from the Hilton and is a quick walk to the left with directional signs to guide you. Transportation will also be provided from the Hilton’s Valet area for those that are not able to walk.



FSAE CEO RETREAT
August 27 - 29, 2021
Renaissance Orlando at SeaWorld
Registration Opening Soon!

WEDNESDAY, JUNE 30

8:00 AM – 9:00 AM LEADERSHIP BREAKFAST
BONNET CREEK BALLROOM I-IX - ALL ATTENDEES WELCOME
Breakfast sponsored by *Visit St. Pete/Clearwater*
Beverages sponsored by *Daytona Beach CVB and Ocean Center Daytona Beach*

Start your day with a hot, plated breakfast and networking while learning more about the FSAE and Foundation Leadership.
The Daytona Beach CVB and Ocean Center Daytona Beach have a special treat planned for you - don't miss it!

9:00 AM - 10:00 AM BREAKOUT SESSIONS

The Data Behind Digital Marketing and Attendance Growth
Jeff Bunkin

CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)

BREAKOUT SPONSORED BY *ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB*

Most consider marketing a soft science where gut feelings and bright colors rule the day. Digital marketing, however, offers a wealth of data. See the compiled results of thousands of event campaigns, including registrations earned, and ROI.

Authenticity and Ethics are Vital to a Great Reputation
Nikole Fridenmaker, CMP

SALON X - XI

BREAKOUT SPONSORED BY *MEMBERCLICKS*

All Planners have heard the dreaded stories of poor behavior in the meetings industry - capitalizing on points that weren't theirs, asking for personal perks and favors. The more involved you are in the meetings industry, the more your name is recognized, and those tales can negatively impact on your career.

How to be the Organization Your Employees Never Want to Leave
Bennett Napier, M.S., CAE

SALON XII

BREAKOUT SPONSORED BY *THE BEACHES OF FORT MYERS & SANIBEL*

The majority of the U.S. workforce (51%) is not engaged, and all employers are in a War For Talent. This session provides an overview of employment trends as well as management tools and practices that can be applied in your organization.

10:00 AM - 10:45 AM - NETWORKING COFFEE BREAK

Sponsored by *Visit Jacksonville and the Beaches*

IN THE AUCTION ROOM - FLORIDIAN SALONS A-C

Enjoy morning refreshments while you view Silent Auction items and network with colleagues. This year's Auction features Mobile Bidding - see page 4 to learn more!

10:15 AM - 10:35 AM - MICROSESSION: MOVING FORWARD WITH IN-PERSON TRADE SHOWS

Facilitated by **Ken Gilbert, Nic Gilbert and Chance Lutz**

CONFERENCE LEARNING LOUNGE

Ken, Nic and Chance of Gilbert Exposition Management Services (GEMS) will share their knowledge of the trade show industry and examples from recently produced events for ideas of how to produce safe and responsible events moving forward.

10



Session Key Take-Away:

Learn the patterns of effective digital marketing and build a strategic plan for campaigns

Session Key Take-Away:

Learn the importance of staying true to yourself and maintaining values and ethics

Session Key Take-Away:

Learn management tools and practices for your organization's culture and engagement

Looking for a place to meet, charge, work, or relax?

The Conference Learning Lounge between the breakout rooms & Auction is open all day and available for your use!

Learning Lounge Sponsor
ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB

10:45 AM - 11:45 AM BREAKOUT SESSIONS

Engaging Members Through Conversation - Dave Will

SALON X - XI

BREAKOUT SPONSORED BY **MEMBERCLICKS**

For associations, more than any other business, it's important to engage your members like they're real people, like they're individuals, not membership units. Do you know how to connect with a market of 1 easily and efficiently to better meet the needs of the individual? Spoiler: It starts with a question.

Hybrid
Session

Session Key Take-Away:

Connect with your members through conversational engagement

Say What? How to Communicate Anything to Anyone - Kathy Gruver

CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

Communication is key. But what happens when the people communicating are speaking different languages? Learn what type of communicator you are and how to reach & influence others who communicate in a different way.

Session Key Take-Away:

Learn how to accomplish more with less misunderstanding and confusion

The Career Resource Room - Jim Zaniello, FSAE

PRESENTED BY THE FSAE ASSOCIATE ADVISORY COMMITTEE (AAC)

SALON XII

BREAKOUT SPONSORED BY **THE BEACHES OF FORT MYERS & SANIBEL**

In times of change and uncertainty, we all need career advice and recommendations more than ever. Learn how to navigate the employment landscape with the best tips, tools, and advice for the job search and interview process.

Session Key Take-Away:

Learn tools for putting your best foot forward in job searches and interviews

12:00 PM - 1:30 PM GENERAL SESSION & ORGANIZATION AWARDS PUT INTO ACTION THE VALUES AND VISION THAT WILL ALLOW YOUR ORGANIZATION TO THRIVE



Amy Rossi, Disney Institute

BONNET CREEK BALLROOM I-IX
Luncheon Sponsored by Disney Meetings & Events

Keynote Sponsored by Partners in Association Management

Keynote Speaker Provided by Disney Meetings & Events

Meetings & Events

Walt Disney Parks and Resorts tends to think about things differently than other companies—and to a greater degree by paying extraordinary attention to the details surrounding certain business processes that other companies or organizations may miss. The *Disney Institute* Chain of Excellence, a model validated by research, illustrates the powerful connection between inspired leaders, motivated employees, and satisfied customers that drives financial results and repeat business.

Session Key Take-Away:

Learn leadership secrets from Disney to motivate employees and drive revenue

THESE ARE MEETINGS

REIMAGINE

When you choose Disney for your meeting or event, you're getting more than just a great place to meet. You're also getting a dose of our world-famous Disney innovation and imagination to help bring your teams together. With ample creative resources at your disposal to customize your event for both in-person meetings and digital experiences, come see how the Disney difference can help you get back to business. Even if it is a little less than 'usual.'



Disney
MEETINGS & Events

disneymeetings.com

1:45 PM - 2:45 PM BREAKOUT SESSIONS

Giving Up Old Social Media Habits: Building Sustainable Practice after Facebook Armageddon - Steven Vrooman, PhD

SALON X - XI

BREAKOUT SPONSORED BY [MEMBERCLICKS](#)

Hybrid
Session

Since "Facebook Armageddon" many nonprofit associations are seeing the bottom drop out of their organic reach on social media. If social media no longer responds to typical advice, what is left to build effective, sustainable content?

Session Key Take-Away:

Learn how to effectively communicate on social media with better, deeper posts

How Leaders Can Best Communicate & Motivate Your Team During Difficult Times - Brian Hilliard

CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)

BREAKOUT SPONSORED BY [ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB](#)

Let's face it, for most people the past year hasn't exactly been the calmest of days. Despite the adversity, our job as leaders never changed: to make the whole of the team greater than the sum of its parts. What can leaders do to best communicate with others, and inspire each person in a way that's motivating and keeps the team moving forward?

Session Key Take-Away:

Learn leadership styles to better communicate, manage and be encourage productivity

Micro-Credentialing, Micro-Learning, Digital Badging - What This Means & How to Make it Profitable

Adrienne Segundo, IOM and Keith Segundo

SALON XII

BREAKOUT SPONSORED BY [THE BEACHES OF FORT MYERS & SANIBEL](#)

Are you trying to grasp at all the latest association buzz words – Micro-Credentialing, Micro-Learning, and Digital Badges? Join us as we discuss trends in the certification/education space to increase your educational offering and how to profit from the influx of zoom/virtual meetings in our new normal.

Session Key Take-Away:

Learn key features of these education trends to build your catalog and keep it profitable

2:45 PM - 3:30 PM NETWORKING BREAK - AUCTION FINAL BIDDING

Sponsored by [Hyatt Hotels in Florida](#)

IN THE AUCTION ROOM - [FLORIDIAN SALONS A-C](#)

Enjoy afternoon refreshments and place your final bids for Silent Auction items.

All bidding ends at 3:30. Winners will be notified by text through the new Mobile Bidding option (see page 6). Item pick up is Thursday morning from 8:30-10:30 ONLY. For your convenience, there is a FedEx Office and Ship Center located in the hotel.

Save the Date:

2021 EDUCATION EXPO
OCTOBER 6 | TALLAHASSEE

3:45 PM - 4:45 PM BREAKOUT SESSIONS

How to Make Performance Reviews More Effective - Rachel Luoma, CAE CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

Performance reviews can feel like the adult equivalent of getting called to the Principal's Office. No one likes them - managers or employees. Learn 10 changes that can make them more effective and meaningful for everyone.

Session Key Take-Away:

Identify common pitfalls of performance reviews & learn how to make them more meaningful & effective

Planning and Executing a Hybrid Event - Tara Liaschenko, CMM; Jeannie Power, CMP; and Meagan Cook

SALON X - XI

BREAKOUT SPONSORED BY **MEMBERCLICKS**

Pre-pandemic, a hybrid event was typically a static online broadcast of in-person education. While that's still *somewhat* true, your virtual attendees now expect more. How do you plan an engaging meeting for all participants and keep everyone safe? During this interview style session, expert event planners for in-person and virtual events share their top-tips on event logistics.

Hybrid
Session

Session Key Take-Away:

Learn top tips for planning hybrid events to engage virtual attendees and keep your in-person attendees safe

Diversity, Equity & Inclusion: Challenging the Status Quo - Dr. James Pogue, PhD

PRESENTED BY THE FSAE DIVERSITY, EQUITY & INCLUSION COMMITTEE

SALON XII

BREAKOUT SPONSORED BY **THE BEACHES OF FORT MYERS & SANIBEL**

Whether you've already started diversity & inclusion initiatives at your organization, or are just beginning - there may be a time when you get push-back from members or some leaders that aren't happy about the new direction. How do you handle resistance to change and still do the right thing?

Session Key Take-Away:

Learn how to navigate challenges and "push back" on Diversity & Inclusion initiatives

WEDNESDAY SOCIAL EVENT



7:00 PM - 10:00 PM:
CONFERENCE GALA
RECEPTION & DINNER:

WAY-BACK-WEDNESDAY:
STUDIO 54 DISCO
FLORIDIAN BALLROOM D-L

SPONSORED BY **HILTON ORLANDO
BONNET CREEK**

Celebrate the good times and dance the night away at our own Studio 54 Disco! Catch the "Saturday" Night Fever with disco dresses, big collared shirts and LOTS of bling. All attendees invited to Hilton Orlando Bonnet Creek's boogie wonderland!

ALL ATTENDEES INVITED

THURSDAY, JULY 1

8:00 AM - 9:00 AM BREAKFAST & COFFEE STATION FLORIDIAN BALLROOM FOYER

Sponsored by **OPAL Collection Properties**

Get charged for the day with breakfast goodies and our coffee break sponsor OPAL Collection! Be sure to be there at 8:45 AM for the OPAL drawing - and don't forget your entry card from your room drop. Must be present to win!



9:00 AM - 10:00 AM BREAKOUT SESSIONS

Healthy Environments Create Productive Employees Giovanni Roselli

CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

As a leader/CEO, you want the best from your employees and the most productive use of their time. Managing stress and creating health-conscious environments can lead to more productivity – in yourself and your team.

Session Key Take-Away:

Learn best practices to create healthy workplaces to reduce stress for happier employees

Don't Sweat the Small Stuff. Or Should You? Andrew Eason, CAE

Hybrid
Session

SALON X - XI

BREAKOUT SPONSORED BY **MEMBERCLICKS**

Big picture thinking and strategic planning are extremely important and where many CEOs spend their time. But is your success in these areas being sabotaged by the small stuff not being done well? These easy-to-implement changes can grow your membership and enhance your association's image.

Session Key Take-Away:

Learn how "small stuff" helps build your organization's image and your success

Is it Time to Outsource? Panel Discussion Facilitated by Martina Brawer; Panelists: Bill Anderson, CAE, LEED AP; Toby Cummings, CAE; and Charles Popper

SALON XII

BREAKOUT SPONSORED BY **THE BEACHES OF FORT MYERS & SANIBEL**

The past year has taught us both how precious our human resources are – and how easily full plates can become full-er. How do you know when it's time to seek outside assistance to improve productivity and efficiency and still keep costs low?

Session Key Take-Away:

Learn best practices on outsourcing to increase productivity and lower costs

WOMEN'S SUMMIT

November 3, 2021 | Tallahassee

10:15 AM - 11:15 AM BREAKOUT SESSIONS

“The Art of Pricing” for \$500 Please - Teri Carden and Dr. Michael Tatonetti, CAE, CPP

SALON X - XI

BREAKOUT SPONSORED BY **MEMBERCLICKS**

Hybrid
Session

You’ve hustled to reinvent or implement a new product or service, and then pull a price right out of thin air. Attend this fast-paced, gameshow-themed session and we’ll share the secret sauce for successful pricing.

Session Key Take-Away:

Learn the art & science of price setting for sustainable programming and growth

Getting More Productivity & Less Distraction from Your Devices

Randall Dean, MBA

CITRUS/COLLIER/COLUMBIA (LOWER LEVEL)

BREAKOUT SPONSORED BY **ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB**

You know the fun apps, but what turns your smart-device into a productivity workhorse? We’ll discuss the apps & services that help take your devices from “cool” to “critical” for productivity.

Session Key Take-Away:

Customize your devices to work for you for increased productivity & less distraction

A Proactive Approach to Member Retention

Carrie Millar, MBA, CAE

SALON XII

BREAKOUT SPONSORED BY **THE BEACHES OF FORT MYERS & SANIBEL**

Associations often take a *reactive* approach to member retention – reaching out to members after they’ve cancelled. This may be too late. Keep members engaged at crucial touch points to boost your renewal rate and increase your retention.

Session Key Take-Away:

Create and implement successful member renewal campaigns & increased touch points year-round

11:30 AM - 1:15 PM CLOSING KEYNOTE & AWARDS NEXT LEVEL LEADERSHIP & ENGAGEMENT



Simon T. Bailey

BONNET CREEK BALLROOM I-IX

Luncheon Sponsored by Visit Tampa Bay

Keynote Sponsored by Driven by Design

Leaders face increasing pressures in the midst of uncertainty. Your organization depends on your ability to lead on all levels

and create a culture where everyone matters. Simon Bailey’s Next Level Leadership provides simple, easy-to-implement strategies to strengthen your team and accelerate your results.

Session Key Take-Away:

Learn easy-to-implement strategies to strengthen your team and accelerate results

1:15 PM ADJOURN

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