

FEBRUARY 2024

WEDNESDAY, FEBRUARY 21

Embracing and Implementing Changes Both Large and Small

- 11:30 a.m.
- Kansas City Metropolitan Bar Association
- \$35 Members/\$45 Non-members

Presenter(s): Nathan Hughes, CAE, IGP, Executive Director ARMA International; Stacey Robinson, CAE, Deputy Executive Director Alpha Phi Omega

In today's rapidly evolving business landscape, organizations face a constant need to adapt and thrive in the face of change. Whether it's a major transformation or a series of small adjustments, navigating change in the workplace is crucial for success. This engaging session focuses on the large and small changes organizations have implemented for their staff and membership. The only constant in life is change, so join us to hear how two local association leaders managed cultural and structural changes in their organizations.

Objectives:

- What are the biggest factors driving change in associations today?
- What impact do large and small changes have on your staff, volunteers, and membership?
- How can you cultivate an organizational culture that not only embraces change, but encourages it as well?

MARCH 2024

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★

WEDNESDAY, MARCH 13 | Noon

Member Engagement: It's Not Just for Glowing Online Reviews

APRIL 2024

WEDNESDAY, APRIL 17, 2024

The Innovation Imperative: Moving From "Now" to "Next"

- 11:30 a.m.
- Grand Street Café Plaza
- \$35 Members/\$45 Non-members



Presenters: Mary Byers, CAE, CSP

As we emerge from the pandemic's once-in-a-century disruption, what's next? Mary Byers, CAE, author of *Race for Relevance: 5 Radical Changes for Associations*, will help us embrace the pandemic as a catalyst to identify and harness opportunity.

Mary will discuss

- creating an innovative culture;
- the value of small pilots and experimenting as a "go-forward" strategy; and
- how to leverage the tailwind provided by COVID.

You will be encouraged to replace the "new normal" with a deliberate "next normal" and to adopt "business as unusual" as your mantra going forward.

Objectives:

- Deepen your understanding of the critically important role that innovation will play in your association's path forward.
- Gain insight into how to embrace the on-the-fly innovation and resilience our associations practiced during the pandemic as cultural values and imperatives.
- Explore innovation principles and processes—and how to embed them in your organization's strategies and practices.

MAY 2024

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★

WEDNESDAY, MAY 15 | Noon

Beyond the Sparkle: Unraveling the Significance of Stellar Customer Experience in Membership

JUNE 2024

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★

WEDNESDAY, JULY 17 | Noon

Membership Existentialism: Unveiling Purpose and Impact

THURSDAY, JUNE 20

LinkedIn and Storytelling: Must Haves for Your Association

- 11:30 a.m.
- Kansas City Regional Association of REALTORS
- \$35 Members/\$45 Non-members



Presenter: Jason Terry, Blue Gurus

Jason Terry will be offering real-world examples of actual companies that are telling stories on a weekly basis. The process involves many web-based applications and, depending on the questions, he will touch on many of the tools that you could use to improve the way your organization tells stories.

Objectives:

- Coming up with stories people will care about
- Using LinkedIn as a conduit for your stories
 - Dressing things up with Pixabay and Canva
 - Discipline crutches to make sure it all happens



2023 & 2024 EVENTS

SEPTEMBER 2023

WEDNESDAY, SEPTEMBER 13 Annual Meeting and Awards Celebration

- 5:00 p.m.
- 21C Hotel
- \$50 Members/\$60 Non-members

KCSAE will recognize members and associates of KCSAE who have performed outstanding service on behalf of the association and the profession. Join your colleagues for a great celebration and the popular KCSAE silent auction.

OCTOBER 2023

WEDNESDAY, OCTOBER 18 Toss Out Your Pre-2020 Meeting Playbook and Think Differently About Your Event Strategy

- 11:30 a.m.
- Grand Street Café Plaza
- \$35 Members/\$45 Non-members



Presenter: Kristine Metter, MS, CAE

In person meetings are back! Well, yes and no. The event landscape continues to shift since everything went virtual in 2020, and that attendance bump you experienced over the last year or two may not last. Participants are questioning the value of traveling, and exhibitors and sponsors are demanding more return on their investment. Everyone is craving a better experience than the same old breakout panels and exhibit programs we've served up for years.

During this session, you'll hear highlights of research that outlines young professionals' emerging demands and expectations. You'll also discover fresh approaches to crafting a year-round engagement strategy that not only meets people where they are but doesn't break your budget or stress out your staff. Get ready to redefine what it means to host an unforgettable event!

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NOVEMBER 2023

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★ WEDNESDAY, NOV. 1 | 4:00 pm Cheers to Membership! Membership SIG Goes to Happy Hour

WEDNESDAY, NOVEMBER 15 Unbound AI – A Journey of Opportunities and Risks

- 11:30 am
- Lidia's
- \$35/Members; \$45 Nonmembers



Presenter: Robb Lee

The exploration of AI is one of the least thought-regulated and uncharted areas that has likely ever been exposed for public consumption. Any organization willing to engage AI should be able to define its plans to use the technology—and more importantly, why.

The answers to *why* will either continue to build stakeholder trust or subtly undermine an organization's ability to meaningfully and authentically engage its members and constituents.

- Robb will share experiences in the areas below and facilitate a conversation around other uses of AI exploring the parameters of AI applied in an editorial/publishing environment
- Marcomm experiences with AI as part of a revenue/sales strategy
- Potential uses of AI in product development and advertising sales

In general, our conversation will identify how organizations can thoughtfully explore AI in a manner that is consistent with driving member value and directing efforts through bottom-line results to benefit the organization, too. We'll conclude with some open-ended conversation designed to further challenge assumptions and identify other areas of AI exploration.

Objectives:

- Explore the importance of defining longitudinal goals before determining how AI can be applied.
- Better understand the vertical subject-matter risks and opportunities based on where AI is used.
- Discover some areas to avoid, or at least wait on, before engaging AI.

DECEMBER 2023

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★ WEDNESDAY, DEC. 6 | Noon TechTelligence: Empowering Members Through Innovative Technology Solutions

JANUARY 2024

TUESDAY, JANUARY 16 Tech Toolbox Showcase: Leveraging Tools for Professional Success

- 9:00 a.m.
- Kansas City Regional Association of REALTORS
- \$35 Members/\$45 Non-members

Presenter(s): Local Association Leaders

The Tech Toolbox Showcase is an engaging session designed to provide a platform for association management leaders to share their favorite technology tools and demonstrate how these tools have significantly enhanced their productivity and effectiveness in the workplace. This session aims to inspire and educate participants by highlighting innovative and practical solutions that can streamline workflows, improve communication, and drive business growth.

Objectives:

- Attendees will learn about innovative technologies their peers are using to get ahead in the world of association management
- Attendees will learn how to integrate these technologies into their own professional tech toolbox



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