

SEPTEMBER 2024

WEDNESDAY, SEPTEMBER 4, 2024 Annual Meeting and Awards Celebration

- 5:00 p.m.
- Children's Mercy Park
- \$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 2024

WEDNESDAY, OCTOBER 16, 2024 Pricing Power - Revealing Your Association's Value Proposition

- 11:30 a.m.
- Lidia's
- \$40 Members/\$50 Non-members



Presenter: Dr. Michael Tatonetti, CPP, CAE
Your association is setting prices whether you have a pricing governance model or not, and without a proper governance model you are probably leaving money on the table. Despite this, you don't know where to begin - which products, what methods, who decides, how often?

Join us for this methodical session on 5 steps to creating a Pricing and Value Governance Model that your association can use to streamline who makes decisions, what your processes are and how often you will review your pricing and value by-product.

Exclusive Deep Dive Invite for KCSAE Members:
Put Your New Skills into Action! Apply the valuable skills you've gained from the first session to your work with Dr. Tatonetti's expert guidance. We invite you to bring one of your own work products for hands-on practice. This is your chance to receive tailored feedback as you put theory into practice!

Objectives:

- Analyze which components of a pricing and value strategy your organization is lacking
- Develop a plan of action to initiate a proper pricing and value strategy
- Execute an annual review for continuous improvement in value and pricing

NOVEMBER 2024

THURSDAY, NOVEMBER 14, 2024 Connecting Volunteer Motivations to Motivated Volunteers

- 11:30 a.m.
- American Academy of Family Physicians
- \$40 Members/\$50 Non-members



Presenter: Annie Storey, CAE

As humans, we all have internal motivations that drive our participation, passion, and eagerness to jump in and be a part of our professional associations. In this workshop, we'll explore the latest research from the ASAE Foundation on volunteer trends and review the three key motivations for volunteers. We'll discuss how these motivators can drive your volunteer growth and engagement and share ideas on how to make your volunteer structure more inclusive to your whole memberships.

Objectives:

- Explore ASAE Research and identify structure changes and challenges that need to be addressed.
- Seek ideas from each other on volunteer activities that match volunteer motivations.
- Increase awareness of the reasons why volunteers volunteer and how this information can propel your structure forward to be more inclusive.

DECEMBER 2024

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★

WEDNESDAY, DECEMBER 4 | 4:00 p.m. Balancing Value and Cost: Conversations on Membership Pricing and Models

JANUARY 2025

WEDNESDAY, JANUARY 15, 2025 2025 Association Law Forum – Navigating the New Legal Landscape

- 11:00 am – 2:30 p.m.
- \$40 Members/\$50 Non-members

Presenter: Spencer Fane LLP

We are excited to kick off 2025 with an association legal forum presented by Spencer Fane! We will have the opportunity to receive updates in several areas of law that impact our work. From employment law to intellectual property matters and liability exposure in governance and membership, this is an opportunity not only to listen and learn but also to engage in extended dialogue with our partners in practice.



SpencerFane®

Due to the nature of this presentation, and to ensure the most up-to-date and relevant topics for associations are covered, the final list of specific topics will be determined in late fall. However, the forum will include a breakout session on association ethics that will qualify for your CAE ethics credit.

Objectives:

- Understanding trends in IP enforcement and how to best monitor and enforce your association's IP rights
- Discussing ethical obligations related to transparency and disclosure of association activities
- Reviewing DOL exemption status and other employment laws affecting associations as employers
- Identifying areas of governance that provide liability exposure and planning for methods to minimize those risks
- Attendees will walk away with knowledge of current trends, as well as practical knowledge to help their associations operate more effectively while mitigating legal risks.

FEBRUARY 2025

WEDNESDAY, FEBRUARY 19, 2025 Mastering the Unexpected

- 9:00 a.m.
- American Academy of Family Physicians
- \$40 Members/\$50 Non-members

Panel Presentation

It's a fast-paced world; unforeseen crises can arise at any time, from natural disasters to logistical nightmares. This comprehensive session on Crisis Management is designed to equip you with the tools and strategies necessary to anticipate, mitigate, and effectively manage crises.

Join us for an interactive and informative discussion where you will learn:

- Risk Assessment Techniques: Identify potential risks before they become issues.
- Crisis Response Planning: Develop a robust crisis response plan tailored to various scenarios.
- Communication Strategies: Master the art of clear and effective communication with stakeholders, attendees, and the media during a crisis.
- Real-Life Case Studies: Analyze real-life examples of crisis management successes and failures to gain practical insights.
- Recovery and Evaluation: Learn how to quickly recover from a crisis and evaluate the response to improve future planning.

Learn from industry leaders as they share their personal work experiences with crisis management. This session will equip you with actionable steps and best practices to ensure everyone is ready, no matter what challenges arise. Since a crisis quickly becomes an “all hands on deck” situation, this event will span the entire breadth of your association, from communications to membership services to administration. So, gather your team and join us to learn how to handle crises with confidence and poise, ensuring the safety and satisfaction of your organization and its members.

MARCH 2025

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★
WEDNESDAY, MARCH 12 | Noon
Member-Centric or Not?
Where Does Your Association Stand?

APRIL 2025

WEDNESDAY, APRIL 9, 2025
Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Experience

- 11:30 a.m.
- Lidia's
- \$40 Members/\$50 Non-members



Presenter: Amanda Kaiser

We worry about the members we are not retaining. Then, we lose sleep, wondering how to engage next-generation members. Once they've been members for a while, getting these folks to participate, contribute, and volunteer can be difficult. If it feels like member engagement is in shorter supply than ever before, you are right!

Members' needs are changing—they require more than value to engage with your association. They also want memorable, positive experiences. It is time for every association leader to take on the role of CEO. Chief Experience Officer, that is!

Join us as author Amanda Lea Kaiser walks you through how engagement builds from our members' point of view. No matter the size of your association, learn how to transform engagement for all stakeholders. Using uncommon strategies from her book *Elevating Engagement*, you will understand how to create an energized and highly motivated membership.

By the end of the keynote, you'll have the mindset of a Chief Experience Officer. Are you ready to go, CEO?

MAY 2025

WEDNESDAY, MAY 7, 2025
Strategic Partnerships in Action: Maximizing Value and Mitigating Risks for Associations

- 11:30 a.m.
- Kansas City Regional Association of REALTORS
- \$40 Members/\$50 Non-members



Presenter: C. David Gammel, FASAE, CAE, Executive Director AAPM

In this practical session, explore the critical decision-making process behind forming strategic partnerships versus tackling objectives independently. Led by a seasoned executive and consultant with extensive experience in the association sector, participants will gain a deep understanding of how to evaluate potential partnerships effectively. We will discuss the inherent risks and rewards, providing you with a framework to assess whether a partnership aligns with your organization's goals. The session will include specific examples from the speaker's career, illustrating successful outcomes and lessons learned from less favorable experiences. We will also explore the governance implications of partnerships. Whether you're considering a new partnership or reevaluating an existing one, this presentation will equip you with the tools needed to make informed, strategic decisions that can propel your association forward.

Objectives:

- Discuss the risks and rewards of partnerships and how to evaluate opportunities
- Learn from examples, both successful and not
- Examine navigating association governance when forming and executing partnerships

JUNE 2025

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★
WEDNESDAY, JUNE 4 | 4:00 p.m.
Integrating Customer Experience (CEX) into Member Value: Recruitment and Retention Strategies

JULY 2025

MEMBERSHIP SPECIAL INTEREST GROUP ★ ★ ★
THURSDAY, JULY 25 | Noon
The Synergy of Strategic Collaborations and Partnerships for Your Membership



2024 & 2025 EVENTS



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