





WELCOME, REGISTRATION AND NETWORKING LUNCH

WELCOME TO ASSOCIATION FOCUS

The forces the world exerts need strategic thinking to move forward and power our associations. Events are a critical tool to bring these core strategies into action. Let's explore! SPEAKERS:

Martin Sirk, Founder, Sirk Serendipity

Laura Jewell, Senior Relationship Manager, IMEX Group

Dennis Speet, Managing Director, Amsterdam Convention Bureau

Michelle L. Mason, FASAE, CAE, President & CEO, ASAE: The Center for Association Leadership

1.00-1.40pm

OPENING PLENARY SESSION: The adaptive mindset: five pillars to overcome adversity

In a world defined by constant change, the capacity to adapt and thrive amidst adversity is paramount. Darren, a record-breaking disabled adventurer who has shattered barriers and set multiple world records since overcoming a life-altering injury, uniquely positions himself to share invaluable insights on the art of adaptation and resilience.

Drawing from his remarkable experiences, Darren unveils The Adaptive Mindset - The Five Pillars to Overcome Adversity, a transformative blueprint forged in the crucible of personal trials. Through this compelling narrative, he distils profound lessons that empower individuals and organizations alike to embrace change as an opportunity for growth.

SPEAKER: Darren Edwards, Strength through Adversity

	Di British Darren Lawards, Streinger enrough Adversity	
	ASSOCIATION LEADERSHIP AND MANAGE- MENT STRATEGY MEETS STORYTELLING	ASSOCIATION MEETINGS AND EVENTS STRATEGY IN ACTION
1.50pm	CHAIR'S OPENING REMARKS Michelle L. Mason, FASAE, CAE, President & CEO, ASAE: The Center for Association Leadership	CHAIR'S OPENING REMARKS Martin Sirk, Founder, Sirk Serendipity
2.00- 2.25pm	From association storytelling to member storyfeeling - how to design emotionally charged, unforgettable stories for long-lasting impact	Power of partnerships: how to stop thinking! Co-designed and delivered by ICCA and association partners
	Authentically sharing our stories and creating emotional connections is mission critical when it comes to leading our teams and boards. This is differently but equally critical in our efforts to recruit, retain and grow memberships. Pigalle brings a unique perspective rooted in the neuroscience of designing transformative and immersive experiences that connect people, grow loyalty and work to drive outcomes. SPEAKER: Pigalle Tavakkoli, Founder/Director, School of Experience Design	Most associations treat their meetings as a private matter, designed and delivered by an internal team (or PCO) for the benefit of their members. But what might happen if instead we put partnership at the center of our meetings philosophy? From RFP design to destination relations, from expanded attendance potential to weightier advocacy impact, from content to commercial opportunities, partnership thinking can radically improve our events. Challenge your perspectives on who you can usefully partner with identify the assect that your association.
2.25 - 2.45pm	Thinking out loud: Building stories to elevate your associations and professions	with, identify the assets that your association can bring to any partnership, and explore how to overcome the typical barriers that stop partnerships from succeeding.
	What are the stories you are telling your boards.	

What are the stories you are telling your boards, staff and members? How are you bringing these alive from your web presence through to your events? Time to reflect, process and consider how to apply storytelling into member-focused stories that strengthen our ability to retain and grow member bases.

Table conversations and report backs

CO-MODERATOR: Martin Sirk, Sirk Serendipity and Frances van Klaveren, Community

Engagement Manager, ICCA

SPEAKERS: Monica Fontana, Executive Director, European Renal Association, Jeanne Sheehy, Chief Marketing Officer, Bostrom, Denis Schultz, Head of Events, WIP Renewable Energies



3.30pm The race to reskill: Building a future work-Master the path to sustainable events and a net-zero future Fresh off the World Economic Forum stating Sustainability. Regeneration. Carbon-neutral. that 23% of jobs will change in the next five Every organization is on a journey, yet many years, this is the time to understand the power of us remain challenged to implement a of associations in supporting the transitions strategy towards net-zero and to measure and to a new future that will require upskilling and communicate our impact. Look at key examples reskilling. It will require supporting culture and together leave armed with tools and building, continuing education and lifelong strategies that will help you build the ripple of learning, a respect for a wide variety of trade sustainability at your events. and technical skills and understanding the SPEAKER: Guy Bigwood, FIEMA, CEO and Chief value we all bring towards creating a common Changemaker, GDS-Movement good and a world we can thrive in. What are the tools we have today and how are we making the most of them? SPEAKERS: Meredith Ellison, Executive Director. Association for the Advancement of Artificial Intelligence Lynda Bouchard Patterson, President and Owner, AMPED, Chair, ASAE Board 4.10pm Facing your challenges Al: Artificial Intelligence meets Association impact We asked you to share your greatest Al is impacting every sector. It has the power to challenges today. support and relieve time-consuming, mundane In both facilitated and peer dialogues to share tasks, freeing up the humans for creative and ideas, bestpractices and leave with tips and strategic work. It has impacts on our data collection and usage, and while it has been tools you can implement. around for decades, the impact of billions of new FRAMING: Deanna Varga, CEO & Founder, users means we have to take a deep breath, dive Mayvin Global in and make it work for us. Let's talk. SPEAKER: Veemal Gungadin, CEO, Gevme REACTION PANEL: Annalisa Ponchia, Sustainability Manager, AIM Group International Sina Bunte, Hybrid and Digital Events Producer, IUCN Jon Bruno, Executive Director, TIES 4.45pm What, why, who What, why, who Taking a few moments for reflection, write or Taking a few moments for reflection, write or text text yourself a key takeaway from today and yourself a key takeaway from today and why it

4.55pm

CHAIR'S CLOSING REMARKS

who made an impact on you today.

Michelle L. Mason, FASAE, CAE, President & CEO, ASAE: The Center for Association Leadership

why it matters. Remember to collect your

accountability partner's details and anyone else

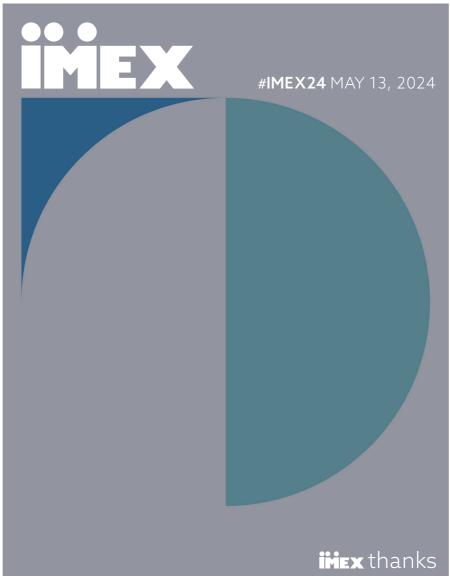
CHAIR'S CLOSING REMARKS

impact on you today.

Martin Sirk, Founder, Sirk Serendipity

matters. Remember to collect your accountability

partner's details and anyone else who made an



With special thanks to our sponsors and partners:











