

# ASSOCIATION FOCUS



Monday, October 6  
Mandalay Bay North Convention Center  
Time: 1:30pm - 4:00pm



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# Agenda



1:30-2pm	<b>Welcome and introductions</b>
2-2:50pm	<h2>Thrive: Turn uncertainty to your competitive advantage</h2> <p>Uncertainty can radically impact your ability to grow your organization and keep your team motivated. Today, the only guarantee you have is that more change is coming. And if you're not prepared, if you don't have a plan, then this uncertainty can prevent you from driving innovation, attracting talent and achieving your bottom-line results.</p> <p>While uncertainty can seem daunting, it can be your greatest driver for thriving and growing. You can turn disruption into opportunity. But you need a plan, a strategy and the research that shows you how.</p> <p><b>KEY TAKEAWAYS:</b></p> <ul style="list-style-type: none"><li>⊕ Learn what more than 800 CEOs are confidently doing in the face of uncertainty. Gain insight from a benchmark study on how today's leaders are dealing with and solving today's toughest challenges</li><li>⊕ Hear how nine companies have thrived for more than 250 years. Hear the obstacles they overcame, their strategies for success and the methodology they used to thrive through crisis</li><li>⊕ Understand how to stay in control, flexible and focused to maintain progress and seize opportunity</li></ul> <p><b>Speaker:</b> <b>Meridith Elliott Powell</b> (30-minute talk plus 20-minute Q&amp;A)</p> 
2:55-3:45pm	<h2>Bridging the gap: What the next generation of professionals really need</h2> <p>Explore the real challenges faced by emerging event professionals and understand what they truly need to succeed, from mentorship to meaningful industry engagement. Backed by student insights and practical strategies, learn how to better attract, support and retain the next wave of talent.</p> <p><b>KEY TAKEAWAYS:</b></p> <ul style="list-style-type: none"><li>⊕ Identify key challenges: Understand the structural barriers that interns and entry-level professionals face, including unclear career pathways, lack of mentorship and limited industry engagement</li><li>⊕ Enhance talent retention: Discover actionable strategies to create a more supportive and inclusive environment that attracts, retains and empowers the next generation of professionals</li><li>⊕ Bridge education and industry: Learn how to effectively collaborate with universities and young professionals to build stronger pipelines from education to employment, ensuring long-term success for both students and organizations</li></ul> <p><b>Speaker:</b> <b>Sharifa Wilkinson</b> (30-minute talk plus 20-minute Q&amp;A)</p> 
3:45-4pm	<b>Closing remarks</b>

