

Thursday Keynote:

Irving Washington, FASAE, CAE

Pass It On: The Art and Heart of Volunteer Succession Planning

Volunteer leadership is the heart and soul of any association. In this engaging session, we'll explore the art and heart of succession planning, focusing on building a strong foundation for the future. Through collaborative exercises, inspiring stories, and practical guidance, we'll reframe succession planning, not as an ending, but as a celebration of legacy and a commitment to continued growth. Discover the power of mentorship, legacy building, and the ripple effect of strong volunteer leadership.

We will then work together to co-create volunteer leader succession planning roadmaps, providing you with actionable strategies to:

- Recognize and leverage the unique strengths of each volunteer leader
- Build a sustainable leadership development pipeline
- Foster a culture of appreciation, recognition, and continuous learning

Friday Keynote:

Elisa Pratt, MA, CAE, CVF

Navigating the New Rules and Harsh Realities of Member Engagement

The rules of member engagement have changed, and associations must adapt to thrive in the face of new challenges and opportunities. In this transformative 90-minute keynote session, Elisa Pratt, MA, CAE, CVF, Chief Strategist with Brewer Pratt Solutions LLC, will share her expertise in association excellence and membership engagement to help you unlock the keys to a vibrant and engaged membership community.

Drawing from real-world examples and practical insights, Elisa will guide you through the essential strategies needed to navigate the harsh realities of member engagement in today's dynamic, technological and multigenerational landscape. You'll discover proven techniques for recruiting and retaining members, designing effective onboarding experiences, and fostering lasting connections that drive positive change.

Key topics include:

- Understanding the new rules and harsh realities of member engagement
- Identifying and targeting your ideal member personas
- Developing a compelling value proposition that resonates with prospective members
- Implementing innovative recruitment strategies to attract new members
- Crafting engaging onboarding experiences that set members up for success
- Nurturing long-term member relationships through personalized engagement tactics