



1

AGENDA

- Welcome + Framing the Experience - 5 min
- Quick Connect - The One Thing - 5 min
- Crowd Pulse - Live Challenge Mapping - 5 min
- Breakout Sprints - Solve in Real Time - 20 min
- Share-Out: Steal These Ideas- 15 min
- Closing Ah-hahs - 5 min



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Welcome + Framing the Experience

3



Quick Connect – pairs or trios

What's the one thing you're wrestling with?

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Crowd Pulse - Live Challenge Mapping

Identify the most pressing challenges -
then self select what topic you want to engage in.

1. Shout out the most pressing challenges
2. Cluster into themes
3. By the end, we should have 4, 5, or 6 themes for you to select before the next segment



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The logo for AW ASSOCIATIONS West, featuring the letters 'AW' in a stylized font with a small orange circle above the 'A', followed by the text 'ASSOCIATIONS West' in a sans-serif font.

Breakout Sprints - Solve in Real Time

Step 1 - Select the Challenge you want to participate in

- RAPID SHARE: Each person shares their version of the challenge (5 min)
- SOLUTION SPRINT: Explore creative ideas, tools, vendors, formats, tactics, etc. to solve this challenge (10 min)
- REFINE: Identify the top 3 most useful ideas



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Share Out

Full group Share-out

- Describe your challenge
- Share some solutions
- Invite full room to offer additional insights

