



FSAE VIRTUAL

FULL PROGRAM

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FSAE VIRTUAL FAQ

ONLINE AUCTION

FSAE VIRTUAL Program



9 Hours* CAE



9 Hours CMP

**CEO Roundtable attendees are eligible for 11 Hours CAE*

Tuesday, July 28

Tuesday Sessions Sponsored by [Driven by Design](#)

**1:00 PM - 2:10 PM Opening Keynote Session: Mastering the Chemistry of Change:
Empowerment to Unleash Your Inner Rock Star**



Speaker: Cassandra Worthy

What does change mean to you? Do you fear or embrace it?
How can you - as an individual Change Enthusiast - guide your company into change?
And what about turning your fear into power?

Imagine a workforce where 9 out of every 10 employees were fully engaged, inspired, and performing at their peak in spite of significant shifts happening around them. Cassandra's message and Change Enthusiasm® strategy will help make that a reality for you.

#WeAreChangeEnthusiasts

- Tried and true strategies to thrive in the face of stressful and frustrating change
- Inspired perspective that managing and championing significant shift is entirely possible and even enjoyable
- The energy and motivation to take the first step to higher impact business results

2:10 PM - 2:25 PM Networking and Brain Break *Sponsored by [Map Dynamics](#)*

**2:25 PM - 3:25 PM New Idea\$: Not Your Grandma's Non-Dues Revenue
Speaker: Teri Carden**



While average associations get the biggest chunk of annual revenue from membership dues, reliance on dues revenue is waning. According to the last ASAE's Operating Ratio Report, over the last 65 years the percentage of association revenue from dues has plummeted. To continue to effectively fund operations while holding dues increases at bay, many organizations are focused on driving non-dues revenue.

But we can't depend on our members to be satisfied with the same-old, same-old concepts. At the same time, millennials are taking over workplace buying decisions and have new expectations about engaging with the organizations they belong to. Plus, your sponsors and advertisers demand the fresh opportunities that will keep them digging in their pockets to support your association. There's untapped and unexpected value right at your fingertips. Join this session and we'll share the po\$\$ibilities!

- Obtain a clear understanding of why organizations should keep reinventing non-dues revenue opportunities
- Articulate the business case and strategies for implementing the five non-dues revenue concepts
- Gain insights from organizations already earning revenue using these new concepts

3:25 PM - 3:35 PM Networking and Brain Break *Sponsored by [Map Dynamics](#)*

3:35 PM - 4:35 PM Contracts and Negotiations in a Post COVID-19 World



Speaker: Tyra Warner Hilliard, PhD, Esquire, CMP

COVID-19 is novel in more than just a medical sense. It calls into question all we know about the application of our force majeure clauses and our insurance policies. With the uncertainty of its ending point, it continues to affect future meetings, those that were postponed due to the initial onset of the pandemic as well as those booked in years to come. In this session, we will discuss how to look at force majeure clauses in the future in light of COVID-19, what to expect out of future negotiations, and insurance issues

that are likely to arise.

- Analyze the force majeure clause in the context of COVID-19, and pandemics/epidemics in general
- Prepare to negotiate for new standards in a post-COVID-19 event setting
- Discuss issues regarding future pandemic and health issues with insurance coverage providers

4:35 PM Happy Hour Social

Grab your beverage & snack of choice and join us for a virtual Happy Hour to connect with your peers and meet new colleagues on the FSAE Virtual journey. This won't be just another zoom meeting, so don't miss it!!

Wednesday, July 29

Wednesday Sessions Sponsored by [YourMembership by Community Brands](#)

9:00 AM - 10:20 AM - 7 Deadly Sins of Email Marketing



Speakers: Pete Zimek and Gjergj Ndoja

How many times have you heard a member complain, *"I never get your emails"*? You have the right email address, how could they possibly miss them? The answer is that they're not being delivered. Email providers have a new definition of spam that likely

now includes you. The drip marketing campaign that was all the rage in 2010 is now a one-way ticket to spam in 2020. Every day, associations across the United States unknowingly commit the 7 Deadly Sins of email. You don't have to fall victim to these email 'sins' any longer. Join us for a can't miss opportunity to re-think your communications strategy and better connect with your members.

- Bring awareness to email deliverability and why non-technical association staff should care.
- Impart the 7 deadly sins of sending emails in 2020 so that your messages avoid spam & reach your members.
- Discuss how email should be just a piece of an overall communications strategy.

10:20 AM - 10:40 AM Networking and Brain Break *Sponsored by [Renaissance Orlando at SeaWorld](#)*

10:40 AM - 11:40 AM What Safe Meetings Will Look Like When We Meet Again



Speaker: Aaron Wolowiec, MSA, CAE, CMP, CLEA, CTA, CTF/MT

We all have questions as to how – and when – in-person meetings will resume. Maybe these are even some of your questions:

- Should we host a face-to-face event?
- How will our in-person education sessions and expos be different?
- What should we consider when planning meals and networking activities?
- Is there new or different data we should be collecting before, during or after our meetings?
- How should I handle offsite or outdoor events?

Learning and meetings strategist **Aaron Wolowiec** is here to help.

Aaron had the opportunity to serve on a coalition that addressed these specific issues and developed recommendations, templates and guidance for organizations to responsibly host meetings of 10 to 100 people. Dig in to these findings and get ready to see your members, face to face again soon.

11:40 AM - 11:50 AM Networking and Brain Break *Sponsored by [Renaissance Orlando at SeaWorld](#)*

11:50 AM - 12:50 PM Cybersecurity in a Covid-19 World



Speaker: Larry Darnell, MBA, CAE

Ransomware, Malware, Viruses, Router-based attacks, Wifi-jacking, Browser-based attacks, Phishing / spearfishing / whaling etc., Credential stealing

In this remote, telecommuting world many of us live and work in now as a result of Covid-19, cybersecurity is a greater issue than it was before. Once there was one point of access, the office, now every person who works remotely has become a target and a potential point of access. Your company depends on you to be informed and to know the threats that are out there and what you can do personally to decrease that risk. This session will

provide you an overview of those threats and what you can do to protect yourself and your company.

12:35 PM - Networking Rooms Open

Join your fellow members for open discussion and networking after the morning sessions end.

2:30 PM - 4:30 PM - CEO Roundtable *Open to all Association CEOs, Executive Directors or Presidents, and CSEs only*



Facilitated by Jim Zaniello, FSAE

Join us for a confidential, informal discussion exclusively for Association CEOs/Executive Directors/CSEs where you set the agenda based on your current challenges and what keeps you up at night. Our facilitator, Jim Zaniello with VettedSolutions, will also present information to help you prepare for a possible recession and difficult decisions. Previous CEO Roundtable discussions have included HR and staffing issues, board relations, member recruitment and retention, and more. *Open to all Association*

CEOs, Executive Directors or Presidents, and CSEs only

Thursday, July 30

9:00 AM - 10:20 AM - How to Create a Successful Association Podcast in a Virtual World



Speaker: Blake Althen

Watch and engage with presenter Blake Althen as he launches a new podcast for an FSAE member - live in "virtual" real time! Blake will explore the essential preparation for the recording in the new virtual era, and then get right into it. Experience podcast development and recording, as the action unfolds. You will gain knowledge on everything that goes on behind the scenes to launch a successful podcast. We will want audience participation.

- Understand storytelling and technical aspects of recording a show
- Learn the preparation that goes into an association podcast
- Determine whether a podcast is right for your organization
- Learn how to produce and publish a show virtually

10:20 AM - 10:40 AM Networking and Brain Break *Sponsored by [Feathr](#)*

10:40 AM - 11:40 AM Lessons Learned: Tips and Tools for Virtual Meetings Panel Discussion
Facilitated by Rachel Luoma, MS, CAE



Panelists: **Michael Jackson, BPharm; EVP,** Florida Pharmacy Association; **Kim Reckert, DES, HMCC; Director, Marketing Services,** Canton & Company; and **Michele White, CAE; Associate Executive Director,** FL Assn of School Administrators

Associations are great at meetings. Bringing members together is why we exist. But now we've found ourselves in unknown territory and still needing to bring members together and meet – somehow.

Luckily, several FSAE members have already successfully converted their meetings to virtual and have advice, tips and examples to share to help make your meeting successful too. Discussion will include adapting content, pricing, securing sponsors and more.

11:40 AM - 11:50 AM Networking and Brain Break *Sponsored by [Feathr](#)*

11:50 AM - 12:50 PM Performance Beyond Gold: Bettering Your Best



Speaker: Delatorro McNeal, CSP

Life gives us one invitation every day: *“Will you be better today than you were yesterday?”*

Top professionals in any industry possess unique and distinctive mindsets that drive their actions, behaviors and habits, which ultimately lead to stellar results. Delatorro teaches the psychology and methodology that top performers use to “Better their Best” consistently for explosive sales, stellar member service, and rock-solid leadership.

Participants will learn how to:

- Develop the emotional muscle to strive for Peak Performance daily
- Think creatively towards their work and infuse more passion
- Increase their commitment to personal excellence
- Lead within the organization with a greater sense of purpose and certainty

12:50 PM - Networking Rooms Open

Join your fellow members for open discussion and networking after the sessions end.

Adjourn