



**February 19, 2026**  
**Drury Plaza Hotel Orlando Lake Buena Vista**  
*4 Hours CAE Expected*

## **Wednesday, February 18**

6:30 – 7:30 PM Welcome Reception

## **Thursday, February 19**

8:30 – 9:15 AM Registration / Continental Breakfast

### **9:15 – 10:30 AM Strategic Digital Marketing for Associations: Understanding Paid Media Campaigns - Todd Michaels**

Association professionals need a clear, practical framework for building and evaluating effective marketing strategies that support both membership growth and engagement. With so many digital channels available today, it's important to know how and when to use search engines, social platforms, and connected TV (CTV) to maximize impact without overextending budgets or teams. Attendees will gain actionable strategies to make smarter marketing decisions and demonstrate clear value for your membership and marketing initiatives.

- Explore the membership lifecycle—what it is, how members move through it, and how marketing efforts should evolve at each stage to meet organizational goals.
- Gain insight into setting realistic budgets, determining appropriate campaign timelines, and communicating results in a way that builds confidence and buy-in from peers and leadership.
- Learn actionable strategies to make smarter marketing decisions for paid media campaigns

10:30 – 10:45 AM Networking Break

## 10:45 – 11:45 AM **The Great Acquisition: Finding New Members in These Changing Times – Brittany Clifton**

In this ongoing history book we call life... we are about to begin a new chapter. A generational shift and massive transfer of wealth is upon us, with huge implications for associations. As the past few years have brought a continued decline in membership rates for many associations... how do you find your next wave of members amongst the new masses?

- Explore changes in membership trends we are already seeing
- Develop personas and preferences that make up the next generation of members
- Learn best practices around strategy, budgeting, and data to ensure it's working (even before the sign-ups start rolling in)

11:45 – 12:45 PM Lunch

12:45 – 1:30 PM Site Tour & Dessert

## 1:30 – 2:30 PM **Empowered Leadership: Building Brands People Believe In - Alexa Carlin**

The future of marketing is not louder ads or bigger budgets — it's trust. In this high-energy presentation, Alexa Carlin shows leaders how to merge confidence, empowerment, and marketing savvy to build brands that people believe in. AI won't replace human connection — but leaders who know how to blend data with empathy will build the most influential brands of the future.

- Learn why confidence is contagious — and how empowered leaders ignite empowered communities
- Explore keys to personal branding that translate to organizational success
- Learn how to authentically engage audiences in an age of skepticism and distraction.

2:30 – 2:45 PM Networking Break

## 2:45 – 3:45 PM **Masterminds, Member Circles and Beyond: Models for Micro community Success - Avi Olitzky**

From mastermind groups to member circles, structured micro community models are redefining how associations engage. This session highlights proven formats that foster deep connections, accelerate peer learning, and build loyalty. Attendees will explore real-world examples, compare formats, and learn how to adapt them to their own organizations, leaving with practical tools to strengthen engagement and create belonging that lasts.

- Compare and contrast proven micro community models for associations.
- Apply design principles to adapt models to their organization.
- Leverage micro communities to foster loyalty and deepen member engagement.

4:00 PM Adjourn