

# Program Summary

December 2-4 2020

*\*Final show day times may vary slightly as the result of adding new content*



## DAY 1 | DECEMBER 2, 2020

**10:00-10:15**

**Welcome – Hugh K. Lee & Don D. Dea**

**10:15-10:45**

**Keynote Presentation – Nancy Giordano from South x Southwest and Singularity University**

Strategic Trends in Times of Change

**Sponsored by Fonteva**

If COVID-19 taught us anything, it's that "associations are not guaranteed to be here tomorrow. Join us in this unique general session with one of the leading strategic trend experts as we address questions such as:

- What are the keys to winning in a future composed of accelerating innovations, change, and new players?
- What trends will you be facing as you plan the recovery and next steps of your association?

**10:45-11:15**

**Affinity Breakout Rooms with Association CEOs**

Immediately following Nancy's presentation, you will break into smaller rooms with other attendees that have similar profiles and discuss implications from Nancy's presentation and identify questions for the live collaboration panel to follow!

**11:15-11:55**

**Live CEO Collaboration with Nancy**

Join Nancy, Pat Gouhin CAE, CEO of Angel Capital Association, Kathy Trahan CAE, President & CEO of Alliance Safety Council, Denise Froemming CAE, MBA, CPA, CEO/Executive Vice President of the Institute of Real Estate Management, and Stephen Lieber CAE, Principal of Avisos Partners, LLC as they discuss the implications and answer your questions with Nancy.

**11:55-12:30**

**Break**

Refresh your coffee, rest your eyes, then engage with Resource Partners and Sponsors in the digitalNow Leaderboard game.

**Visit 12 Resource Partners or Sponsors and answer two questions or book a conversation with them and digital Now will refund you \$200 making your cost to attend only \$99!**

**The more Resource Partners or Sponsors you visit, the more points you get. The 50 highest point earners win a book from our Day Two Keynote, the second highest point earner wins the Apple 6 Watch sponsored by JUNO, and the highest point earner wins the new iPhone 12 sponsored by Community Brands.**

**12:30-1:15****Wisdom Exchange**

Struggling to develop new business models and move on from the past? digitalNow's Day One Wisdom Exchange features two association mavericks who will share with our community how they transformed and prepared their associations for the Fourth Industrial Revolution and how that prepared them for the recent COVID-19 pandemic.

Barry Melancon, President & CEO of the Association of International Certified Professional Accountants (AICPA) and Arlene Pietranton, CEO of the American Speech-Language-Hearing Association (ASHA) radically changed the value proposition of their associations over the past 20 years. Barry has positioned AICPA to be a 360° digital destination, and Arlene has made dramatic changes to ensure ASHA is ready for the generational shifts upon us. This session will be moderated by David Shutt, CEO of SAE International.

**1:15-2:05****NeXT Sessions**

digitalNow's NeXT Sessions are designed to help your staff and association "skate to where the puck is going to be, not to where it has been," as hockey legend, Wayne Gretzky, famously said. Attendees will be able to choose from 9

**NeXT Sessions sponsored by CIMATRI:**

- 1. Publishing and Content Strategies That Inform and Engage Users - Where's the Innovation?**
- 2. Future of Workforce Development & Adult Learning**
- 3. What's Old is New: Product/Portfolio Management**
- 4. Digital Evolution of Workforce Development**
- 5. A Look Ahead: The Now and the Next of Learning and Technology**
- 6. Digital Transformation - Connecting the Dots to Execution**
- 7. Engagement and Emerging Technology for Your Members, Customers, and EcoSystem**
- 8. COVID-19 Guidance from the EIC APEX COVID-19 Business Recovery Task Force**
- 9. Creating vs Reacting to A New Normal: Reimagine a Sustainable Future of Professional Learning**

**2:05-2:25****Break**

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**2:25-3:10****Digital Showcase**

Experience our Digital Showcase to learn what innovations other professions and industries are employing today to make the leap to digital that may have applications for your association:

**Provide a live & on-demand virtual platform 365 days a year.** JUNO, our digitalNow virtual platform sponsor, connects and engages your audience to your events, on-demand content, courses and everything in between.

**Enhance therapy, health care, wellness, and fitness through the use of virtual reality.** Rendevar is overcoming social isolation through the power of virtual reality and shared experiences.

**Make sophisticated content strategies simple to plan and execute – transforming your association into a nimble, digital-first organization almost overnight.** Hum, a digitalNow sponsor, is a technology platform built to meet the needs of the modern association.

**Apply machine learning to enable cities to optimize decisions about where to build, what to build, and when to build.** Deep Blocks' technology combines proprietary algorithms and artificial intelligence techniques to optimize the process of real estate development.

**Engage the digital generation with new presentation tools.** GestureTek is the pioneer, patent-holder, and world leader in camera-enabled gesture-recognition technology for presentation and entertainment systems. The company's multi-patented Video Gesture Control technology (VGC) lets users control multimedia content, access information, manipulate special effects, and even immerse themselves in an interactive 3D virtual world simply by moving their hands or body.

**Providing the next step forward in the field of caregiving, enabling more reliable and adaptable care.** INF Robotics's Rudy, the assistive robot from INF Robotics, wants to help the elderly, war veterans, and people with disabilities age in place.

**Bring multi-level engagement through hologram technology into your conferences, education, and learning.** NuMedia Innovations integrates hologram, AI, AR, cloud computing, natural language processing to enhance your products and services.

**Utilize AI-powered email platforms that personalizes newsletters based on individual reader behavior.** The rasa.io platform can combine an organization's original content along with other content that is relevant and trustworthy. The result is that you have a compelling vehicle to remain engaged with readers on a high-frequency basis.

**3:10-4:10**

**Optional time to engage with Resource Partners and Sponsors and digitalNow 2020 Leaderboard game**

**DAY 2 | DECEMBER 3, 2020****10:00-10:15**

**Welcome – Hugh K. Lee & Don D. Dea**  
**Introduction of the 2020 Leaders of Distinction**  
**Sponsored by ACGI**

**10:15-10:45**

**Keynote Presentation – Brian Solis**  
Data-Driven Empathy and Insights: Connecting the dots to customer/member journey driven strategy... it's not about the data, it's what it is telling us.  
**Sponsored by Fonteva**

**10:45-11:15**

**CEO Collaboration Session with Brian Solis**  
Join Scott Wiley CAE, President & CEO of The Ohio Society of CPAs, Arlene Pietranton PhD, CAE, CEO of the American Speech-Language-Hearing Association, Peggy Winton, President & CEO of the Association for Intelligent Information Management, Erik Asgeirsson, President & CEO of CPA.COM as they join Brian to discuss the applications and implications to associations of his presentation.

**11:15-12:05**

**Wisdom Exchange: Industry Association CEOs (ASAE, IAEE, PCMA)**  
As a profession and an industry, we need to share wisdom, support each other, and help each other not just to survive but also to thrive. digitalNow is bringing together Susan Robertson, CEO of the American Society of Association Executives (ASAE), Sherrif Karamat, CEO of the Professional Convention Management Association (PCMA), and David DuBois, CEO of the International Association of Exhibitions and Events (IAEE) to do just that in a lively session moderated by George Aguel, Former President & CEO of Visit Orlando, Principal of The Aguel Group.

**12:05-12:45**

**Break**  
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**12:45-1:30****Workshop Series I**

- **Sustainable Culture Change (When Everything Else is Changing Too)**
- **Translating Customer Commentary Into Renewals and Revenue: An AI-Based Text Analytics Case Study**
- **Creating Sustaining Value for Members and Their Ecosystem**
- **Leveraging Data and AI to Craft Personalized Experiences**
- **Cultivating Critical Wisdom for the 21st Century**
- **Getting ROI Out of AI: How successful associations are leveraging conversational AI to drive non-membership revenue and reduce costs**
- **Virtualize and Monetize Your Expo Hall Year-Round**
- **Mobilizing Community to Tackle Controversial Issues**

**1:30-2:00****Break**

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**2:00-3:00****Workshop Series II**

- **Accelerating Change**
- **Digital Platform Business Design: Creating Non-Dues Revenue Ventures**
- **Ethos, Pathos, and Logos: Persuasion and the People Side of Implementations**
- **Aligning Culture and Brand with a Modern Value Proposition**
- **Strategic Knowledge Sharing Comes to The Forefront**
- **The 2020 Brand Experience (AM&P Partnership Program Session)**
- **Decoding Digital Transformation in the Construction Industry: Standards Meets Digital at CSI**
- **Assessing Your Organization's Digital Savvy**
- **Convince Me: FBI Hostage Negotiator and Communications Expert Reveals the Science of Moving to Agreement, Belief, or a New Course of Action**
- **Evolving Membership Models: Inspiration from the Field**

**3:00-3:40****Innovation Series\***

See how associations are partnering with vendors to solve specific issues or develop new products and services while decreasing development time and speed to market.

- **Demystifying AI: Real Lessons Learned & Tools You Can Use Today**
- **Do More With Less... The Power of 365-day Platforms**
- **The Expert's Halo - Getting the most out of your member experts**

*\*Additional programming to be announced.*

**3:40-4:40****Engage with Resource Partners/Sponsors**

Optional time to engage with Resource Partners and the digitalNow game. Get points, win prizes, and lower your registration fee from \$299 to \$99!

## DAY 3 | DECEMBER 4, 2020

**10:00-10:15****Welcome – Hugh K. Lee & Don D. Dea****10:15-12:15**
**Keynote Presentation – Deborah Ancona, Founder of the MIT Leadership Center at the MIT Sloan School of Management**

5 Rules for Leaders to Succeed in a World of Uncertainty

**Sponsored by Fonteva**

The last six months of digital events, hybrid events, platforms, and working from home should have been our wakeup call. Associations need to reassess processes; the skills of our internal teams; and how we work with external team members to be agile, innovate, and execute in this new reality.

This highly interactive session will include attendee self-assessment exercises, input from CEO team members, and Q&A.

**CEO Team Members**

- Paul Pomerantz, CAE, FACHE, FASAE, CEO, American Society of Anesthesiologists
- Sue Sedory, MA, CAE, Executive Director, American College of Emergency Physicians
- Michelle Mason, FASAE, CAE, CQIA, President & CEO, Association Forum
- Tom Hood, CEO, Maryland Association of CPAs

**12:15-12:30****Closing Session – Hugh K. Lee & Don D. Dea****12:30-3:00**

**Optional time to engage with Resource Partners and the digitalNow game.** Get points, win prizes, and lower your registration fee from \$299 to \$99!