

EAA SUMMER STAFF CONFERENCE SESSION DESCRIPTIONS		
MONDAY, JULY 24		
TIME	SESSION	Speaker
8:15 - 8:45 a.m. General Session	Welcome to New Orleans New Orleans is a vibrant, diverse, and resilient city, known for its music, food, festivals, unique blend of cultural influences, and strong sense of community. It is a major tourist destination, attracting visitors from around the world. Join us as we kick off the conference by learning about our host city's rich and fascinating history.	Mark Romig Sr VP & Chief Marketing Officer New Orleans & Company
8:45 - 10:00 a.m. General Session	The Power of Together: Building Connections That Count <i>What is one single thing that you control that can change your life?</i> The breadth and quality of your relationships. Meeting one key person can change everything. Personally or professionally. Networking and relationship-building didn't come naturally or easy for Myra. Shyness and (almost) introversion nearly crippled her early success. But major life challenges – including rebuilding a whole new life after the devastation of Hurricane Katrina – taught Myra how to reach out and forge life-altering relationships. In this hands-on session, Myra will help you harness the power of relationships and build the social capital you need to do anything easier, faster, bigger or better. You will: •Identify key types of relationships that can help you accomplish your biggest goals. •Acquire simple tools to efficiently plan and prioritize your relationship-building •Get tips and strategies to help make those relationships pay off -- in a non-salesy, comfortable, and natural way •Become a "relationship magnet" that attracts extraordinary people into your life Come along as Myra gets real about what it took to build a successful career starting from zero relationships and how those same skills helped her successfully navigate life's biggest personal challenges. You will leave enlightened, inspired, and ready to reach out to the right people to help you accomplish your most ambitious goals.	Myra Corrello, PhD
10:15 - 11:15 a.m. Breakout Session 1:	Marketing & Membership - Beyond the EA: Embracing the Member Community Join us as we discuss the ways in which we can leverage the community of EA members to foster connections, enhance learning, and provide total business support. We will explore the use of discussion boards, roundtables, and more.	Darlene Morse Employers Association of the NorthEast
	Research & Surveys - Employer Surveys 101 This session will be a directed roundtable discussion about what compensation and benefit surveys EAs are offering to their membership and how they best support their members' compensation/benefit data needs. Potential discussion topics include types of surveys offered, member data requests, third party compensation and/or benefit surveys, internal compensation services, EAA national compensation surveys and national compensation data in general.	McKenna Arnold Cascade Employers Association
	Learning and Development - The Importance of Relationships in Successful L&D Programs Our first breakout will build off Myra Corrello's inspiring General Session on relationship building. We all know how important it is to be a "trusted resource" for our members, but how can you lead this effort at your association? How have your training programs been viewed in the past by your members, and what can you do to expand your association's role going forward?	Becca Wiegand United Employers Association
	Consulting Services - Redefining HR: The Evolving Role of HR Leaders in Today's Workforce The role of HR has undergone a transformation in recent years. HR leaders are no longer just focused on compliance and administration; they are expected to provide strategic solutions for success in today's complex and rapidly changing workforce. Join our thought leaders for a panel discussion on the expanding role of HR in modern organizations. Our panelists will share their experiences and insights on how HR is being redefined, and what it means for businesses and their employees.	Mindy Geib MidAtlantic Employers Association
12:15 - 1:15 p.m. Breakout Session 2:	Marketing & Membership - The Member Journey: From Application to Adoption The journey from signed application to becoming a trusted go-to partner is different for each member organization. In this session we will discuss the unique points in the membership journey, communication strategies, and member engagement.	Sheryl Kelsh Cascade Employers Association
	Research & Surveys - Payscale Demonstration & Q/A Payscale/Payfactors is a compensation platform where organizations enter their pay information into a national database and are able to price individual jobs both locally and nationally. Several EAs have started moving into Payscale as a replacement to their existing compensation surveys. This session is a demonstration from Payscale representatives of the platform followed by a Q&A session.	Payscale Kara Allen & Derek Beebe
	Learning and Development - Best Practices for Planning Conferences Thinking forward to fall 2023 and 2024, this roundtable session will focus on what it takes to host a successful conference. What topics and speakers have been successful and what format(s) is your association using? We'll review what has worked (or not) with other EA's and help equip you with the tools you need to succeed with your next conference.	Julie Belloi HR Source
	Consulting Services - What's Next? - Moving Consulting into the Future Human Resources has transformed immensely in a short period of time. Members are experiencing new situations and, with the expansion of remote work, are asking for additional support on managing their out-of-state employees. How are you providing support for new member needs? What opportunities and concerns have you identified? Please bring ideas and questions to share as we discuss what's next for consulting services.	Pam Thornton Employers Association of the NorthEast
1:30 - 2:30 p.m. Breakout Session 3:	Marketing & Membership - Membership Models: A Lookback on Recent Changes Have we found the secret to creating the right membership model and pricing structure that gets prospects to want to join and stay with our associations? In this session, panelists will share a look back on recent model changes. Hear what went well and the lessons learned from the process.	Matt Roessler MidAtlantic Employers' Association
	Research & Surveys - Payscale Debrief & Roundtable Come prepared with your questions for this directed roundtable discussion about Payscale. Potential discussion topics include the Payscale implementation process, concerns and questions about the Payscale platform, marketing strategies, impact on membership offerings, and more.	McKenna Arnold Cascade Employers Association
	Learning and Development - Comarketing Training Sessions with Other EAs Together our L & D Programs can be even better! During this session, learn how some employers' associations are offering joint training programs to their members. We'll discuss the advantages and challenges to this approach and explore how these coordinated efforts have worked in the past.	John Henderson Employers Association of the NorthEast

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MONDAY, JULY 24		
TIME	SESSION	Speaker
1:30 - 2:30 p.m. Breakout Session 3:	<p>Consulting Services - What's Next? - Moving Consulting into the Future</p> <p>Everyone has a personal brand. Something you are known for. But is your brand all it can be? Is it helping you attract the right projects and build your best career and life? Your power in your career directly corresponds to your ability to gain influence. And building influence requires a strong and compelling personal brand. Your personal brand is your reputation. It makes you unique and gives you competitive advantage. It gives you control and options - over the quality of your work, your career, and your life. It becomes your legacy.</p> <p>Attend this session and learn how, through building your best personal brand, to elevate your client relationships from transactional to trusted advisor. You'll gain tools, techniques, and strategies to:</p> <ul style="list-style-type: none"> -Use social proof to build reputation, credibility, trust, and exposure -Build a compelling online presence and reputation -Create powerful first impressions with your clients -Pinpoint your clients' most critical functional and emotional needs -Position yourself to showcase your unique value <p>Transform how you work with clients, build your reputation, engage with the marketplace, and get results. Get the most out of life by letting the world know who you really are and all you have to offer – starting today!</p>	Myra Corrello, PhD

TUESDAY, JULY 25 - CONFERENCE ON 11		
TIME	SESSION / ACTIVITY	SPEAKER
9:30 - 10:45 a.m. General Session	<p>DEI: Bridges to Understanding</p> <p>This workshop goes beyond cultural awareness and valuing diversity. It is a catalyst for building an organization that is free from discrimination, and one that allows everyone to be appreciated and to make a meaningful contribution.</p> <p>Participants will explore real life situations, and build and refine the skills necessary to understand, appreciate and communicate respect for others. They'll also leave with a sense of responsibility for speaking up when inappropriate or discriminatory remarks are made, and how to become part of a solution. The result is an enhanced workplace, where diversity becomes a strength instead of a weakness, a workplace likely to have fewer instances of bias and discrimination and where everyone can function in an inclusive atmosphere.</p> <p>Key Learning Objectives:</p> <ol style="list-style-type: none"> 1. Learn the four core competencies needed to work effectively with people, whether co-workers or clients, that are different from themselves. 2. Learn the skills needed to address inappropriate behavior in the workplace. 3. Learn communication strategies that will enhance their ability to communicate effectively in a diverse environment. 	Daryl Dixon Director of Equity and Inclusion Cascade Employers Association
11:00 - 12:00 p.m. Breakout Session 4:	<p>Marketing & Membership - Relationship Health: Taking a Pulse of our Members</p> <p>How do we measure the strength of the relationship we have with any given Member? Who are our ideal advocates and who are we at risk of losing? Join us for a discussion around the ways we can assess membership health and the interventions to put in place when that measurement shows signs of trouble.</p>	Matt Roessler MidAtlantic Employers' Association
	<p>Research & Surveys - Employee Surveys 101</p> <p>This session will be a directed roundtable discussion about what employee surveys EAs offer to their membership and why are they a valuable resource to members. Potential discussion topics include engagement surveys, 360 reviews, quick pulse surveys, HR assessments, HR trends surveys, 3rd party platforms, internal vs external surveys, and more.</p>	McKenna Arnold Cascade Employers Association
	<p>Learning and Development - Rethinking DEI Training Programs</p> <p>This breakout will build off Daryl Dixon's inspiring General Session on DEI initiatives. How can you lead your member organizations to a renewed focus on DEI as a culture instead of just a one time "check the box" training program? How can you apply Daryl's session within your own association? Join the discussion with your peers and share ways to amplify your association's DEI programs.</p>	Daryl Dixon Cascade Employers Association
	<p>Consulting Services - Change, Adopt, Succeed: Help Members to Master Change</p> <p>The adage "the only thing that is constant is change" dates back to ancient Greek philosophy. In recent years, it has been adopted as a popular catchphrase in business. Change isn't new and neither is the discipline of change management. Yet, recent studies still cite between 60-70% of organizational change initiatives fail. Many of these failures are attributable to resistance to change from employees, including the leaders themselves, poor communication and engagement with stakeholders, and inadequate planning or resources.</p> <p>Members rely on our expertise to advise and provide HR and business solutions. But if our counsel and the business solutions our members require involve change, whether organizational restructuring, redesigning jobs, implementing a new compensation system, business process or policy, HR consultants can help organizations anticipate and navigate the change to successfully achieve their business objectives. This break-out session will highlight the benefits of change management, encourage participants to share their experiences and perspectives, and discuss specific steps to help members successfully implement change within their organizations.</p>	Lisa Primising Employers Council
1:00 - 2:00 p.m. Breakout Session 5:	<p>Marketing & Membership - Sales Enablers: Consultative Sales and the Power of the EA Network</p> <p>Consultative sales prioritizes understanding the customer, building relationships, and providing tailored solutions. By adopting this approach, we can create a win-win situation for ourselves and our Members. We will discuss the opportunities to leverage the power of our EA network and when and how to engage each other to benefit our members.</p>	Alexander Sedica Employers Council
	<p>Research & Surveys - Best Practices in Survey Reporting Roundtable</p> <p>Get ready to share and bring printed versions of survey reports or marketing materials for surveys that you are willing to share with the group. Together, let's discuss best practices for reporting survey data, how to make survey reports ADA accessible, sites/programs for visual creation, one page summaries vs full reports, dashboarding vs pdfs, etc. How do you make your reports as accessible as possible to your members?</p>	McKenna Arnold Cascade Employers Association
	<p>Learning and Development - Developing your L&D Strategy</p> <p>In this roundtable session, participants will share their process for creating and implementing their L & D strategy, with a focus on leaning forward to best meet the needs of our members. How do you gather information on what your members need today, and how do you prepare for your members' future needs? Join the discussion to explore how other associations are addressing these questions.</p>	Ray Bennett The Employers' Association
	<p>Consulting Services - Navigative HR Consulting: An Exploration of Delivery Models and Best Practices</p> <p>Join us for a panel discussion featuring leaders in HR service and consulting from various employers' associations. In this session, we will explore the different delivery models used for consulting services, and the pros and cons of each. Our panelists will share their experiences and lessons learned while working with organizations of various sizes and industries. We will also discuss best practices for selecting the right consulting model for your organization, and how to ensure a successful partnership with your HR consultant.</p>	Mindy Geib MidAtlantic Employers' Association

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TUESDAY, JULY 25 - CONFERENCE ON 11

TIME	SESSION / ACTIVITY	SPEAKER
2:15 - 3:15 p.m. Breakout Session 6:	<p>Marketing & Membership - Beyond the HR Deck: Building Relationships for Stickiness Making, building, and maintaining relationships beyond one or two contacts with member organizations has proven to be important to long-term success. This session's discussion will focus on how to move beyond the HR desk to engage C-Suite, Talent Acquisition Leaders, Learning and Development Teams, and more to improve stickiness, increase non-dues revenue, and guard against transitions in primary contact.</p>	Joni Holmes Catapult Employers Association
	<p>Research & Surveys - Collaboration and Learning in Action Attending the EAA Staff Conference is a great way to stay updated on the latest trends and developments in our industry. However, do you find it challenging to apply the knowledge gained and continue the relationships formed from the conference effectively once you return home? Join us for a combined session with the Research and Surveys track on how we can apply the learnings and maintain valued partnerships generated from this conference and create action items to implement so you can gain the most from your conference experience.</p>	Joint session with Surveys Ray Bennett The Employers' Association
	<p>Learning and Development - Marketing Your L&D Programs Does your L & D team help market your association's training programs? Together, we will review successes and best practices our associations have developed to promote workshops and conferences. What platforms and social media sites are most effective? What cadence should be used when promoting classes? We'll discuss what has (and hasn't worked) and offer tips to continue to increase engagement.</p>	John Henderson Employers Association of the NorthEast
	<p>Consulting Services - Collaboration and Learning in Action Attending the EAA Staff Conference is a great way to stay updated on the latest trends and developments in our industry. However, do you find it challenging to apply the knowledge gained and continue the relationships formed from the conference effectively once you return home? Join us for a combined session with the Research and Surveys track on how we can apply the learnings and maintain valued partnerships generated from this conference and create action items to implement so you can gain the most from your conference experience.</p>	Joint session with Consulting Ray Bennett The Employers' Association

WEDNESDAY, JULY 26 - CONFERENCE ON 11

TIME	SESSION / ACTIVITY	SPEAKER
9:00 - 10:00 a.m. General Session	<p>The Forward-Focused Association: Insights from CEOs Get the inside scoop on the future of employer associations at our CEO panel discussion. With COVID in the rearview mirror, top leaders are focused on long-term planning for member growth, operational excellence, and collaboration opportunities within the EAA. You'll hear firsthand from our panel about their vision for the future and what keeps them up at night. Don't miss this chance to gain valuable insights and get your burning questions answered!</p>	Mary Lynn Fayoumi, HR Source; Megan Vahey Casiere, The Employers' Association; Cheryl Richards, Catapult Employers Association; Julie Belloli, HR Source
10:15 - 11:15 a.m. General Session	<p>Revolutionizing Business: Harnessing the Power of AI Artificial Intelligence (AI) is fundamentally transforming business functions, particularly in HR recruitment, retention, training, and talent management. This engaging talk provides professionals with a thorough understanding of AI's practical applications in everyday operations. Whether you're a seasoned executive or just embarking on your digital journey, this session will equip you with the necessary knowledge and tools to navigate and thrive in this era of AI-driven business transformation.</p>	Brian Danos Co-founder & COO, Plan Notice