

EAA CEO & STAFF CONFERENCE AGENDA

SUNDAY 9/8/24 - CEO Conference

TIME	SESSION / ACTIVITY	Audience	Speaker
5:30 - 8:30 p.m.	Registration & Welcome Reception - Sea Crest Patio	CEO	

MONDAY 9/9/24 - CEO Conference

TIME	SESSION / ACTIVITY	Audience	Speaker
8:00 - 8:45 a.m.	Breakfast	CEO	
8:45 - 9:00 a.m.	Opening Comments	CEO	Cheryl Richards, Catapult
9:00 - 10:00 a.m.	GS SESSION 1 - The United States Economic Outlook	CEO	Dr. Joseph von Neeson, University of South Carolina
10:00 - 10:15 a.m.	Break	CEO	
10:15 - 11:15 a.m.	GS SESSION 2 - Thriving in a Multigenerational Organization	CEO	Dr. Melissa Furman, Career Potential
11:15 - 11:30 a.m.	Break	CEO	
11:30 a.m. - 12:30 p.m.	GS SESSION 3 - Collaborative Advantage: Transforming Revenue Growth with Partnerships & Perks	CEO	Mary Grothe, PNI•HCM
12:30 - 1:30 p.m.	Lunch	CEO	
1:30 - 2:55 p.m.	GS SESSION 4 - Roundtable: Navigating the Future of Associations & Shared Services	CEO	Facilitators: Cheryl Richards & Kelly Keefe
2:55 - 3:00 p.m.	Closing Remarks	CEO	
3:00 - 4:30 p.m.	GS SESSION 5 - Sailing to Success: Ultimate Boat Regatta Team Building Challenge	CEO	
4:30 - 6:00 p.m.	On own	CEO	
6:00 - 9:30 p.m.	Reception & Dinner - The Lawn	CEO	

TUESDAY 9/10/24 - Combined Conference

TIME	SESSION / ACTIVITY	Audience	Speaker
8:00 - 8:30 a.m.	Breakfast	Combined	
8:30 - 8:50 a.m.	GS Welcome to Hilton Head Island	Combined	Charlie Clark, Hilton Head Chamber
8:50 - 9:00 a.m.	GS Introduction to the Navarro Group	Combined	Katie Gunter, Navarro Group
9:00 - 9:45 a.m.	GS Session 1 - Get to Know Your Network	Combined	Facilitator: Cheryl Richards
9:45 - 10:00 a.m.	Break	Combined	
10:00 - 11:00 a.m.	GS Session 2 - AI: How it's Creating New Value and Changing HR Forever	Combined	Ben Eubanks, Lighthouse Research & Advisory
11:00 - 11:15 a.m.	Break	Combined	
11:15 - 12:15 p.m.	Breakouts 1:	Marketing & Membership - AI Adoption for Marketing & Membership	Staff
		Training -	Staff
		Consulting Services - The Strategic Value of AI in Consulting	Staff
		Research & Surveys - ChatGPT Failed Me: Surveys and AI	Staff
		CEO Session 4 - What is EOS and How Can it Help Our Association Grow?	CEO
12:15 - 1:15 p.m.	Lunch & Sponsor Showcase	Combined	
1:15 - 2:15 p.m.	Breakouts 2:	Marketing & Membership - Identifying & Capturing New Opportunities (JOINT)	Staff
		Training -	Staff
		Consulting Services - Identifying & Capturing New Opportunities (JOINT)	Staff
		Research & Surveys - Creation, Collection, Conclude: Overview of our Surveys and Processes	Staff
		CEO Session 5 - Roundtable: So Now What.... Do you need from the EAA?	CEO
2:15 - 2:30 p.m.	Break	Combined	
2:30 - 3:30 p.m.	GS Session 3 - Optimizing Marketing Department Structures: Insights from the Inside	Combined	Shannon Kavanaugh, Archbright; Shay Prosser, Catapult; TBD
3:30 - 3:45 p.m.	Closing Comments	Combined	
3:45 - 5:30 p.m.	On Own	Combined	
5:15 p.m.	Transportation	Combined	
6:00 - 8:00 p.m.	Salty Dog Harbor Dinner Cruise	Combined	Offsite
8:00 p.m.	Transportation	Combined	

WEDNESDAY 9/11/24 - Staff Conference

TIME	SESSION / ACTIVITY	Audience	SPEAKER
8:00 - 8:30 a.m.	Breakfast	Staff	
8:30 - 9:30 a.m.	GS Session 4 - Driving Engagement: Building Connections and Improving Teamwork Through Better Communication	Staff	Michael 'Bret' Hood, 21st Century Learning & Consulting
9:30 - 9:45 a.m.	Break	Staff	
9:45 - 10:45 a.m.	Breakouts 3:	Marketing & Membership - Membership or Service First: How Do We Position EAs?	Staff
		Training -	Staff
		Consulting Services -	Staff
		Research & Surveys - The Future of National Surveys: Compensation, Benefits and Trends	Staff
10:45 - 11:00 a.m.	Break	Staff	
11:00 a.m. - 12:00 p.m.	Breakouts 4:	Marketing & Membership - Death by a Thousand Emails: Alternative Methods of Outreach	Staff
		Training -	Staff
		Consulting Services - The Benefits of Upskilling	Staff
		Research & Surveys - Survey Says, Your Input Counts! Participation Strategies in 2024	Staff
12:00 - 1:00 p.m.	Lunch	Staff	
1:00 - 2:00 p.m.	Breakouts 5:	Marketing & Membership - Member Communities and Online Portals	Staff
		Training -	Staff
		Consulting Services - Becoming the Go-To Strategist for Your Membership	Staff
		Research & Surveys - Building Bridges: Engagement Surveys to the Future	Staff
2:00 - 2:15 p.m.	Break	Staff	
2:15 - 3:15 p.m.	GS Session 5 - The State of DEI: Keep Your Eyes on the Prize	Staff	Daryl Dixon, Cascade Employers Association
3:15 - 3:45 p.m.	EAA Updates	Staff	Courtney Lamers, EAA
3:45 - 5:30 p.m.	On Own	Staff	
5:30 - 9:00 p.m.	Reception & Dinner - Sea Crest Terrace	Staff	

THURSDAY 9/12/24 - Staff Conference

TIME	SESSION / ACTIVITY	Audience	SPEAKER
8:00 - 8:30 a.m.	Breakfast	Staff	
8:30 - 9:30 a.m.	GS Session 6: Adapting with Agility	Staff	Shari Simpson, Paylocity; Julie Belloli, HR Source
9:30 - 9:45 a.m.	Break	Staff	
9:45 - 10:45 a.m.	GS Session 7: The Adaptive Advantage: Customizing Your Natural Style for Effective Interactions	Staff	Holly DePalma, MEA & The Predictive Index
10:45 - 11:00 a.m.	Closing Comments	Staff	