

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	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	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	Joni Holmes, Catapult
		Training - The Future is Now: AI in Learning & Development	Staff	Valerie Harlow, EANE
		Consulting Services - The Strategic Value of AI in Consulting	Staff	Jackie Throop, HR Source
		Research & Surveys - ChatGPT Failed Me: Surveys and AI	Staff	McKenna Arnold, Cascade
		CEO Session 4 - What is EOS and How Can it Help Our Association Grow?	CEO	Todd Bailey, Doug Blizzard, Carrie Morse, Kelly Keefe
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 SESSION)	Staff	Nick Corrado and Dana Weidinger, ASE
		Training - Navigating the Future of Conferences	Staff	Laura Woods, Employers Council
		Consulting Services - Identifying & Capturing New Opportunities (JOINT SESSION)	Staff	Nick Corrado and Dana Weidinger, ASE
		Research & Surveys - Creation, Collection, Conclude: Overview of our Surveys and Processes	Staff	McKenna Arnold, Cascade
		CEO Session 5 - Roundtable: So Now What..... Do you need from the EAA?	CEO	Cheryl Richards & Kelly Keefe
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; Rita Revels, Employers Net	
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	Dana Weidinger, ASE
		Training - Micro-Learning: What's It All About?	Staff	Valerie Harlow, EANE and Andy Sprenger, The EA
		Consulting Services - The Rock Star HR Consultant: Sharing Best Practices for Recruiting, Retaining and Engaging Your Best Talent	Staff	Kendra Stewart, Catapult
		Research & Surveys - The Future of National Surveys: Compensation, Benefits and Trends	Staff	McKenna Arnold, Cascade
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	Joni Holmes, Catapult
		Training - The Power of Upskilling Your Teams (JOINT SESSION)	Staff	Seta Tchobanian, The EA and TBD
		Consulting Services - The Power of Upskilling Your Teams (JOINT SESSION)	Staff	Seta Tchobanian, The EA and TBD
		Research & Surveys - Survey Says, Your Input Counts! Participation Strategies in 2024	Staff	McKenna Arnold, Cascade
12:00 - 1:00 p.m.	Lunch	Staff		
1:00 - 2:00 p.m.	Breakouts 5	Marketing & Membership - Member Communities and Online Portals	Staff	Matt Roessler, MEA and Darlene Morse, EANE
		Training - Staying Relevant Through Innovative Training Programs	Staff	Lauren Michaud, MRA
		Consulting Services - Aligning Services to Member Needs	Staff	Julia Paris, Employers Council
		Research & Surveys - Building Bridges: Engagement Surveys to the Future	Staff	Joy Lynn Hyer, HR Source
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	