



## CSAE Trillium Winter Summit 2019 Lightning Talks

### **Free Digital Marketing Tools You Need to START USING!**

Yousif Hassan, President, Innovexa Solutions

Yousif will go over Free Digital Marketing Tools and trending concepts (such as inbound marketing) that will help any association better manage and grow their relationships with Student, Member & Volunteers. Yousif will discuss contributing factors that impact the rate of membership growth, delivering an educational mini-Digital Inbound Marketing lecture. You wouldn't want to miss it!

### **Cat Herding 101: 5 Tips for Effective Meeting Facilitation**

Erin Roberts, Partner, Zzeem

Do you sometimes feel you're losing control of a meeting and don't know how to keep it on track? It only takes one side conversation that takes a life of its own or one tenacious attendee to detail the focus of the entire group. Once you lose control, herding the cats can seem like an impossible task. If you ever have to chair or facilitate meetings, join Erin to get 5 tips to help you become a cat herding champion.

### **Be a Survey Einstein not a Survey Monkey: Tips, Tricks and Hacks that You Can Use for Your Next Online Survey**

Gerald Bramm, President, Bramm Research

In this session, attendees will learn 20 key tips that can be applied in the development of their next online survey. These tips will cover all aspects of the survey process from the wording and scheduling of invitations and reminders, development of the questionnaire, and what to do once the fieldwork has closed.

### **Tearing Down Walls to Build a Better Foundation**

Tracy Folkes Hanson, CEO, Canadian Society of Association Executives

Improving the way we work takes more than good intentions. Transforming a siloed work environment into a collaborative one requires tearing down walls both literal and figurative. Come learn how the recent transformation of CSAE's workspace supports the association's evolution as a truly member-driven organization.

### **Help! Our Meetings Are Acts of Eco-Terrorism**

Natalie Lowe, President, Celebrate Niagara

The United Nations report has made clear what the scientists have been telling us for years – we all have to change how we do almost everything and we need to do it quickly. Meetings and conferences are an incredibly wasteful undertaking. Associations have a challenge to move the needle on ecologically sound gatherings because of the size and long planning cycle of the gatherings, how we can meet this responsibility given the reality of time, budget and manpower? Given the urgency of the problem – we'll have to start without perfect solutions. This lightning round will focus on what we can do now, how we alter our mindset around gatherings and their impact on the planet and what is coming in the near future that we can start to work into our plans now.

### **Fear to Freedom: The Power of Moving YOUR Way**

Michelle Hillier, Movement Specialist, Founder & Creative Director, Experience Groove

Humans are all better when we move: movement awakens, inspires and restores. When people Groove, their world shifts. Imagine an environment where people are brought together to work, play or create and where they assume that physical movement is a critical component to their individual and mutual success? People become accustomed to the positivity and "magical" feeling that comes with moving using Groove and its unique attributes of connecting together on a simple movement that anyBODY can do. Ultimately, it is about taking people from fear to freedom and the best part, "You can't get this wrong!"