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EXTRA VALUE: CSAE Learning Centre – don't miss a thing!

Sponsored by: Content Management Corporation

Fully paid registrants of CSAE 2010 will have free access to **one day of the recorded educational sessions** through the CSAE Learning Centre. This free access allows you to review both the sessions you attend and the sessions you miss because of scheduling conflicts.

Pre-purchase the full conference education recordings package (3 days) with your registration and experience all of the education captured in digital audio (some video) with synchronized slides, online (as released for inclusion). Includes the handouts, slide presentations and MP3 audio downloads from each session.

Purchase before the conference \$139.00

Purchase onsite \$175.00

Post-Conference (attendees only) \$225.00

Use this service to access the concurrent sessions you would like to attend but can't because of scheduling conflicts!

Delta Bessborough: DB	Sheraton Cavalier: SC	Radisson Saskatoon: RS
PrairieLand Park: PP	TCU Place: TCU	

Wednesday, September 14th, 2011

08:00 – 16:00 *Pre Conference Professional Development – VALUE ADDED*
How to End the Turf Wars Workshop; And Build Cohesive Relationships between Units in Your Association
 Workshop Leader: Ron Knowles, FCMC **South Ballroom, SC**

This workshop is designed to consider and discuss positive, useful ideas to develop and sustain positive inter-unit relationships. Join Workshop Leader Ron Knowles for an in depth discussion of the unique combination of factors at work within your organization, if they have positive or negative impact and how to change or adjust the dynamics to end existing “Turf Wars” and prevent them from arising in the future.

This workshop will be of interest to organizations who have chapters or units or those heading up a chapter or unit that is part of a larger body. *NOTE: Attendees are expected to bring one story or problem to this workshop that they are willing to discuss*

To Register on line at www.csaecanada.com/events or submit a [registration form](#).

Full Conference Attendees \$325.00

Workshop Only \$425.00

Enhance Your Saskatoon Experience

Lend a Hand and Discover the Secrets of the Saskatchewan River Valley:

Wednesday, September 14th, 1:30pm – 4:00pm

[Additional information and to register](#)

Golf Day at the award-winning Dakota Dunes Golf Links

Day: Wednesday September 14th, 2011 - 9:00am - 5pm

Price: Golf Package \$84.15 +gst

[Event registration and additional information](#)

Spa Day, with lunch and walking tour of the trendy Broadway

Day: Wednesday September 14th, 2011 - 1:00pm - 5:00pm

Price: \$144.71 +gst

[Event registration and additional information](#)

Canadian Light Source and University of Saskatchewan tour

Day: Wednesday September 14th, 2011 - 1:00pm - 4:00pm

Price: \$43.78 +gst

[Event registration and additional information](#)

Shearwater Dinner Cruise

Day: Wednesday September 14th, 2011 - 6:30pm - 8:30pm

Price: \$70.34 +gst

[Event registration and additional information](#)

processes will be used to do this? What will the CSO's partnership and relationship with the volunteer leaders need to be like to be successful? What are senior staff members' expectations of the CSO as a leader in the future? Who are the owners in an association? What behaviors and leadership approaches will earn an early exit for a CSO? What is the legacy that a professional CSO wants to leave?

Advanced

Conquering Chaos: A Five Step Planning and Performance System

**Presenter: James Burgess, Founder & Managing Director,
Synergen-X Management Consulting Inc**

William Pascoe, DB

Association planning processes have changed little in the last thirty years. They remain highly complex, overly time consuming and very ineffective. Canadian Association Executives complain their planning process takes too long and is of little value... and yet they have their teams prepare one every year. Why not implement a results-based system that links planning, implementation and accountability.

The goal of this workshop is to present a breakthrough practical business planning and performance system to help Association Executives eliminate Corporate Chaos by:

- Accelerating growth
- Increase revenue and profits
- Develop stronger communication between the association and its members
- Better implement the organization's plan
- Develop high performance leaders
- Creating focus team-members towards the stated goals and objectives

Learning Outcomes:

1. Create a one page plan to reduce the chaos
2. Integrate performance and progress reporting as part of the chaos reduction plan
3. Understand and apply systems and critical thinking
4. Foster a culture of learning
5. Clearly identify excellent and poor performers
6. Use easy to understand language; no complicated models or terminology

Intermediate

How Competent is Your Training Program?

**Presenter: Isabel Feher-Watters,
Director Certification Program, CSTD**

Batoche Room, DB

With the many competing organizational needs surrounding associations today, designing, delivering or choosing competent training and learning programs continues to be a challenge. For many it seeps into the bottom of the list of priorities, until, suddenly, it surfaces, and has to be done immediately. Whether you're delivering programs or deciding on which programs provide the best quality for your members, this workshop will help optimize efforts and create results.

This session will reveal 5 core competencies needed for successful decision-making. Using the industry standard Competencies for Training and Development Professionals© workshop attendees will apply the competencies to both building a learning program as well as assessing a learning program against the core competencies. This workshop will be of interest to those building and delivering learning programs as well as those deciding which programs to choose.

All registered attendees will receive a complimentary copy of the Competencies for Training and Development Professionals© and the Competencies Assessment Tool.

The 5 Core Competencies

- * Assessing performance needs
- * Designing training
- * Facilitating training
- * Supporting transfer of learning
- * Evaluating training

Learning Outcomes:

1. Describe the key factors of a quality learning program.
2. Use the Competencies for Training and Development Professionals as a tool to evaluate their learning events.
3. Describe the key steps to putting together a basic learning program.

Intermediate

Ready or Not! Association Trends for 2012 and Beyond

**Presenters: Carolanne Moutinho and Geoffrey Thatcher,
Association Resource Centre Inc.**

Top of the Inn, SC

The Association Resource Centre's Not-For-Profit Pulse is a research initiative consisting of bimonthly surveys of NFP organizations on the topics, trends, issues and benchmarks that matter in today's not-for-profit sector. The purpose of this research is to engage the not-for-profit community in discussion and to provide a resource that will help organizations position themselves in the evolving association landscape. The topics are chosen by members of the not-for-profit community and the results are discussed on the Association Resource Centre blog, www.resources4associations.com throughout the year.

Building on the session presented at CSAE 2010, this interactive workshop will share with participants ARC's research on 5 issues that are top-of-mind for Canadian association professionals. In addition to identifying which issues are most critical to

not-for-profits, we will share data on how prepared associations are and what actions they are taking to position themselves for success, both now and in the future.

This will be a very hands-on session that will balance the presentation of our research findings with active input from workshop participants on their own experiences in each area. The session will also allow participants to get the ball rolling in the development of some ‘big ideas’ to help their associations mitigate the challenges and take advantage of the opportunities ahead.

Learning Outcomes:

1. Learn about the trends that are top-of-mind for association professionals heading into 2012.
2. Take a look at quantitative and qualitative information that gives insight into what other associations are (or are not) doing in each area, as well as what is and is not working, and what other organizations are planning for the future.
3. Using a case-study approach, work with your colleagues to finding innovative solutions to common challenges faced by associations in today's evolving landscape.

Strategic Planning When You Don't Have Time to Plan Strategically

Intermediate

Presenter: Noshad Ali, President and CEO

On Purpose Leadership

Battleford Ballroom, DB

This session is a must for anyone considering a planning project/initiative for their organization, department or for a specific project. During this workshop we identify many of the key principles, essential to the successful creation of the strategic planning endeavour. Various models will be discussed throughout this presentation

Learning Outcomes:

1. Identify when is planning needed;
2. Confidently select a planning model/process; and a planning facilitator/consultant;
3. Understand who should be on the planning team; and, when should planning be done;
4. Accurately assess the various planning models (pros & cons)

08:30 – 10:00 Education Session

Who Are These People? (Dealing with Difficult People)

Intermediate – ALL

Presenter: Peggy Grall, President,

Peggy Grall and Associates Inc

South Ballroom, SC

Unresolved conflict costs the workplace time, resources and reputations. When leaders are faced with helping employees settle sticky issues it requires skill, determination and a host of time-tested techniques. When relationships go wrong at work, it's common for people to want to blame and criticize the other person. During individual or team conflict you can find yourself thinking, “If it just wasn't for his/ her bad attitude,” or “that little group” – this place would be great! It's a common - but deadly-first response to workplace conflict.

Peggy Grall thinks individuals and teams can do better than playing the blame-and-shame game. She helps leaders and managers to assertively engage each other to artfully resolve conflict and transform disputes into opportunities for creativity and innovation.

Participants who attend this session will have the opportunity to:

- Debunk the Myths and Misconceptions about conflict in the workplace
- Learn to quickly settle the question of, ‘whose problem is it anyway?’ in any dispute
- Distinguish Assertive responses over Aggressive or Passive ones

Key Concepts:

1. Debunking the Myths & Misconceptions at the root of all conflicts
 - The role of anger and fear in conflict management
 - The 4 factors that contribute to employee disputes
2. The 4 key questions that will determine problem ownership – and keep you free of other people's problems
3. The 3 approaches available during a dispute and choosing one's response
 - Assertive
 - Aggressive
 - Passive – (Passive/Aggressive)
4. The individual skills necessary to help yourself and others resolve issues in a timely and professional manner

Learning Outcomes:

1. Avoid unnecessary conflict with co-workers. they will recognize the traps that often snag employees into unnecessary conflict, and steer clear of quarrels that go no where
2. Recognize their own conflict style and how they can leverage their natural style in a dispute to quickly settle it.
3. Actively participate in resolving issues between themselves and others. They will have the tools to mediate issues between others.

10:30 – 12:00 Education Session

The 10-80-10 Principle - Unlocking Dynamic Performance

Intermediate – ALL

Presenter: Sunjay Nath

South Ballroom, SC

Sponsored by National Speakers Bureau

The 10-80-10 Principle is a framework that allows you to increase your performance and results by focusing your energy and efforts on highest yielding activities. The Principle was created by Sunjay Nath and it helps individuals and teams operate at a dynamic level.

Every person or group already exhibits behaviors that are Top 10 (percent) – those behaviors that lead to high performance and achievement. What people lack is the knowledge to consistently operate at that dynamic Top 10 level. The 10-80-10 Principle rewards and grows Top 10 behaviors and eliminates Bottom 10 actions.

Engaging and hands on, Sunjay Nath works with the audience to identify their Top and Bottom 10 and then A.C.T. with the 10-80-10 Principle to create greater performance levels in their lives, or within the organization. The 10-80-10 Principle is sought after around the globe by businesses and organizations through Keynotes, Workshops, Coaching and on a Consulting basis.

Learning Outcomes:

1. Understanding of the framework and how to apply it
2. Understanding your role in a group setting
3. Applying your strengths to achieve maximum results

12:00 – 13:30

Kick Off Casual Luncheon

Cavalier Ballroom, SC

Sponsored by Scotiabank Convention Centre, Niagara

Join friends and colleagues for a unique, light and delicious lunch – a great way to enjoy the first day of conference

13:30 – 15:00

Education Sessions

The 24/7/365 Association

Intermediate

**Presenter: Martin Copeland, Managing Director
Content Management Corporation**

William Pascoe, DB

The emergence of the 24/7/365 association powered by its members is a radical shift from the traditional association model. Social networks, virtual events and learning centers have shown that delivering highly personalized, customized content can add incredible value to members, yet so many associations fail to deliver revenue or value with this model. Discover how you can create long term sustainable revenue and value add through your members' content and contributions using proven marketing strategies.

Learning Outcomes:

1. Learn how to use proven marketing strategies for content that results in the retention and recruitment of attendees, members and Sponsors
2. Ability to produce value add for the membership, and generate non-dues revenue.
3. Discover marketing ideas for Associations that go beyond just content.

Minefields in Employment Law: Meeting Your Duty to Accommodate

Advanced - ALL

**Presenter: Raquel Chisholm, Associate,
Emond Harndon, LLB**

Batoche Room, DB

Human rights and accommodation issues can be the most sensitive and complex in the workplace. They can also create significant liabilities for employers and can lead to litigation. This session will cover such issues as the accommodation of employee's religious holidays and family obligations. It will also address the difficulties in accommodating employees with disabilities and answer questions such as how much medical information can an employer request from an ill or a disabled employee? How far do employers have to go to change job duties, hours of work or other methods of doing the job in order to accommodate an ill or a disabled employee? And finally, how do employers deal with employees with excessive absenteeism or who have been on extended medical leave (i.e.) long-term disability?

Learning Outcomes:

1. Understand what are the legal risks in the area of Human Rights and the duty to accommodate?
2. Learn how can association executives avoid these risks?
3. Discover what policies and procedures should association executives implement in the area of human rights and accommodation of employees?

The Canada Not-For-Profit Corporation Act: How do I get there from here?

Introductory

**Presenter: Coleen Kirby, Manager, Policy Section
Corporations Canada**

South Ballroom SC

A presentation on the new Canada Not-for-profit Corporations Act and what is required to continue from Part II of the Canada Corporations Act into the new Act.

Learning Outcomes:

1. Have a better understanding of the new Canada Not-for-profit Corporations Act
2. Have a better understanding of the steps and process for continuing into the new Canada Not-for-profit Corporations Act

3. Have a better understanding of how to operate under the new Canada Not-for-profit Corporations Act and where to obtain additional information on the new Act

Intermediate

Volunteer Development - No More On-the-Job Training

**Presenters: Elaine La Chappelle Assistant Executive Director and,
Kathryn Neals (Manager Project Development
OREA Centre for Leadership Development**

South Ballroom, SC

Have you ever wondered what your association would be like if all your volunteer leaders were highly effective and strategic? You can get closer to that vision by effectively training your new volunteer leaders. In this intermediate session you'll learn about research findings into what volunteer leaders think about training. You'll learn about one association's experience with volunteer leadership development that has led to fewer issues, more strategic decision making and less micro-managing. You'll learn how to stage in learning as volunteers progress along a leadership path. You'll benefit from hearing the lessons learned when implementing a new training initiative for volunteers. You'll gain practical insights into how to help volunteer leaders work more effectively; allowing staff can be more effective too!

Learning Outcomes:

1. Utilize research findings when determining how to approach leadership training at your association.
2. Apply a learning model that can take a new volunteer from inexperienced to competent in the shortest amount of time.
3. Apply leadership development success criteria in your own association no matter what size or level of resources.

Social Marketing: Two Years Later...What Have We Learned? Where are we Going?

Intermediate

**Presenter: Larry Mogelonsky, President
LMA Communications Inc.**

Battleford Ballroom, DB

Two years ago, we presented our recommendations on how Social Media could be utilized to enhance member retention. Wow, think of what has happened in the past two years: Facebook has doubled (or more); who even heard of Twitter back then...and now? Social media and social marketing have come of age. Yet, many associations still have not fully embraced this cost-effective program. Why not? This presentation will help the laggards get this in control, and for those who feel their associations are at the "top of their game," provide some tips as to how they can improve their productivity. Examples of social marketing programs in use with several associations will be sighted. Participants will come away with a list of effective action programs they can implement on their own to immediately enhance their own web site's performance.

Learning Outcomes:

1. Significantly improve their utilization of social media
2. Learn quick tips to use social media for member growth and retention.
3. Learn how to work with outside providers and/or how to do it themselves.

15:30 – 17:30

Opening Ceremonies & Keynote Address

Michelangelo Ballroom, RS

Canuckology: What Canadians think about almost everything!

Darrell Bricker and John Wright, Public Opinion Specialists

Sponsored by National Speakers Bureau

When companies and organizations need a better grasp on what the public is thinking, they turn to Darrell Bricker and John Wright. Based on hard statistics of 32 million Canadians, Canada's top statistical analysts at leading pollster Ipsos Reid have the data on virtually any topic and the insight to tell you what the statistics mean. They've uncovered the reasons people think and act the way they do, and will help you figure out how it applies to your particular organization.

John Wright and Darrell Bricker are two of Canada's premier pollsters and co-authors of the bestselling books *Canuckology & What Canadians Think About Almost Everything*. Darrell Bricker is CEO, Ipsos Global Public Affairs and co-author of *Searching for Certainty: Understanding the New Canadian Mindset*. John Wright is the senior vice-president and managing director of the North American public-opinion polling division of Ipsos Reid. He's responsible for the National Ipsos-Reid Poll and The Ipsos-Reid Report, Canada's leading monthly national opinion poll and analysis of leading Canadian trends and opinion indicators.

17:30 – 19:30

Welcome Reception:

Bessborough Gardens, DB

"For Your Eyes Only – CSAE"

Sponsored by Tourism Saskatoon and Partners

Embracing Technology: ‘If the mountain won't come to Muhammad, Muhammad must go to the mountain’

Intermediate

**Presenter: Joanne Charlebois, Director, Marketing and Communications
Appraisal Institute of Canada**

Batoche Room, DB

Sponsored By: Allstream Centre

This session will provide an overview of the Appraisal Institute’s experience in providing members with the opportunity to participate virtually in their 2009 Annual General Meeting. During the AGM, members were given the chance to electronically submit questions and vote on motions placed before the membership, thereby enabling many members to participate without the need to travel to the Victoria, BC venue. AIC is pleased to share its success story, speaking to the: session strategy; operational and execution plans; as well as the lessons learned. AIC doubled its membership participation by embracing technology.

Learning Outcomes:

1. Utilize technology which is having a significant impact on associations, by leveraging it and providing members the opportunity to participate in your AGM virtually.
2. Integrate e-balloting software with your database to provide your members the ability to vote concurrently after the issue has been discussed.
3. Double member participation in the AGM and learn how to develop your strategy, operational & implementation plan.

Intermediate - ALL

Positive turbulence: Developing a climate of creativity

Presenter: Lee-Anne McAlear

Battleford Ballroom, DB

Sponsored by National Speakers Bureau

Innovation in organizations creates energy, enhances engagement and drives growth. A recent survey from IBM determined that the greatest source for organizational improvement comes from employees! People are innately creative. The challenge is to focus, harness and mobilize that energy toward the right opportunities. This energetic, interactive session will highlight the newest approaches, tools and techniques that can translate that creativity into innovative results for you, your team and your organization.

Learning Outcomes

1. Identify the level of innovation needed for your challenges and apply a proven innovation process so that everyone involved is aligned
2. Use a variety of techniques to think differently
3. Access an innovation playbook when presented with a new opportunity.

18:30 – Late

Gala Reception and Dinner

Grand Salon, TCU

Sponsored by Tourism Saskatoon and Partners

Saturday, September 17th, 2011

07:00 – 16:30

Conference Registration

TCU

Stop by the CSAE Resource Centre and the Corporate Sponsor booths located in the same area

07:00 – 16:30

Leader Quest Learning Lounge

SC

Sponsored by Leader Quest Inc. – The Job Experts®

15:15 Interactive Chat Session

15:45 Interactive Chat Session

16:15 Interactive Chat Session

07:00 – 16:30

Internet Café

SC

Stay in touch with friends, family and colleagues at the internet café available throughout the Conference at the Sheraton Cavalier

07:30 – 08:45

Annual General Meeting Breakfast

Centennial AB, TCU

Sponsored by Fairmont Hotels and Resorts

08:45– 10:15

Education Sessions

Intermediate - ALL

The Future of Association Trade Shows

**Presenter: Fred Fox, Executive Director,
Exhibitor Institute**

Gallery Ste 1&2, TCU

Sponsored By: Allstream Centre

If you organize and promote your own industry show, or are considering doing so, then this session is for you. Join, Fred Fox, North America's leading exhibit marketing consultant, for a look at the future of association shows. As shows continue to come under increased pressure as a viable marketing opportunity, show organizers need to learn how to react to today's realities. At this session you will learn how to secure the future of your show and deliver exactly what your exhibitors and your attendees need.

Learning Outcomes

1. Learn the strategies required to dramatically improve exhibitor retention rates.
2. Learn exactly how to deliver what today's exhibitors want, need and crave.
3. Learn the key strategies required to survive in today's exhibit marketplace.

Advanced

Legal Update 2011 – What your board needs to know

**Presenter: Victoria Prince, Partner,
Borden Ladner Gervais LLP**

Gallery A, TCU

This session involves an update on the new federal Not for Profit Corporations Act, which is expected to be in force by this summer. In particular, it would address a checklist of items to consider as part of the review required for all federally incorporated not for profits. What changes are required as you move from your letters patent to articles? How would your by-laws be revised? If you are not a federally incorporated not for profit, what should you know that might make you want to change your status?

It will also review the status of changes in the Ontario Not for Profit Corporations Act and would include a cross-country check-up of changes to other laws of relevance regardless of your entity's governing corporate statute. This could include updates on privacy laws, employment issues, competition law, relevant tax concerns and the like. It is important for all associations to be aware of the current laws that impact on them.

If time permits, we will also include some interesting specific examples of issues NFPs faced in the previous year.

Learning Outcomes:

1. Obtain information around the key points needed to move forward to continue under the new federal legislation and/or to evaluate a move to a different jurisdiction.
2. Be made aware of other key matters of interest to his or her organization and board such as employment updates.
3. Be able to issue spot with respect to changes needed to ensure compliance with key pieces of legislation.

Advanced

Strategy on Steroids: Building Capacity to Drive Growth in Your Association

**Presenter: Jill Birch, Principal,
Knightsbridge Human Capital Solutions**

Gallery B, TCU

In a study recently conducted by CSAE, strategic and sustainable revenue growth was one of the top anxiety producers for leaders. Combine this with the newly identified concern about how to retain top talent within your association and you run the risk of losing both precious resources and people. These challenges create a compelling rationale for association leaders to re-think their own skills and behaviours and how to position themselves during these interesting times of instability and growing complexity.

This session will begin with an environmental scan discussing the major trends impacting association growth and will then provide participants with the opportunity to assess how these trends may impact their strategy. Following this assessment, leaders will review their current resources against these needs to determine what type of talent may be required to maintain the momentum. Against this backdrop, attendees will evaluate their current leadership behaviours and practices. Participants will be encouraged to re-appreciate their roles as senior leaders through three lenses:

- defining current strategic growth challenges
- assessing key functions required and existing talent
- identifying behaviours and skills that may be acting as barriers to achieving results

Participants in this session will have a unique opportunity to develop new skills “real-time” through a combination of knowledge sharing, collaboration and facilitated journey. Attendees will engage in a forum that will encourage powerful conversation and storytelling, problem-solving and critical thinking.

Leaders will then develop a plan forward with the goal of becoming the “ultimate integrator”, bringing together a framework that encompasses strategy, process and leadership development. The goal of the session is to support leaders to develop their own “sweet spot” by fusing these areas

Learning Outcomes:

- Learn techniques to newly appreciate current strategic challenges and identify ways to creatively devise solutions
- Develop confidence in assimilating complex information and taking appropriate, timely action
- Create strong and collaborative synergies among stakeholder groups and team members

Intermediate

Social Media for Associations: Using the tools without wasting your time!

**Presenter: Randall Craig, President
Pine Tree Advisors**

Gallery C, TCU

- Pretty much every association is already on LinkedIn, Facebook, and maybe even Twitter. But what about the 500+ other social networks that exist? Are at least some of them critically important? ... or are they a complete waste of time. Looking beyond Social Media 101, how can you create a strategy that actually engages, without overwhelming? How do you address issues of efficiency and productivity? And how do you avoid the risks, Identity theft chief amongst them. Randall Craig provides practical advice and insight, based on the research in his books 'Social Media for Business', and 'Online PR and Social Media for Associations and Not-for-Profits'.
- Learning Outcomes
 1. Learn how an Anchor and Outpost strategy can be used both to improve efficiency and profile

- 2. Becoming strong on the inside: Best practices for internal Social Media policies.
- 3. How Social Media can be used to improve engagement, value, and attendance.
- 4. Three ways to integrate Social Media into your marketing and operational strategy - and one way not to.

Building Bridges: The art of successful communications.

Intermediate – ALL

Presenter: Guy Cabana, President, Danec Consultants Inc.

Gallery D, TCU

A powerful communicator is an excellent negotiator. In reality, we all recognize that we may not get what we deserve in life, but we know for sure that we will get what we are able to negotiate. This seminar will be a rollercoaster of information, stories and take-aways. There is frequent interaction with the audience on given situation and scenarios of negotiating. Slides will be provided in advance to serve as a learning guide for participants. In order to have control over your life and enjoy a successful career, the art of negotiations is a fundamental skill that must be mastered. For most of us, negotiation is the most acceptable way to build bridges that create long-lasting relationships; however, negotiations may also be used for to influence a decision, change a result or take command of your personal and professional life. The negotiating process opens up the potential for you to become more persuasive and have others more easily accept your vision, your projects, and your ideas.

Learning Outcomes:

1. Identify your value as a communicator -Evaluate your potential as a successful negotiator -Clearly define the 2 reasons why people negotiate
2. Develop your complete potential and resources to gain power -Identify the 10 psychological secrets for a win-win situation
3. Recognize the 3 main sources required to lead a successful negotiation -Work more efficiently with people in your immediate environment

10:15 – 10:45

Refreshment Break

TCU

Sponsored by Tourism Quebec City and Area

10:45 – 12:15

Education Sessions

Marketing to Generation Y and the Future of Association Management

Advanced

**Presenter: Christina Becker, Vice President,
Becker & Associates**

Gallery Ste 1&2, TCU

Generation Y, also known as Echo Boomers, has been heralded as the next big generation that will impact the current knowledge economy. It is seen as an enormously powerful group that has the sheer numbers to transform every life stage it enters - just as its parents generation did. Already, even before all the members of this generation have reached adulthood, businesses in nearly every consumer spending category are jockeying for a piece of this market. But with a generation so complex and huge, how can associations communicate effectively with all its members? Will Associations need to market differently to the youngest members of Gen Y than the oldest, considering that this group spans 17 years? The group represents a major marketing challenge for associations. It is important to understand the psyche of this generation and its relationship to associations and communities.

Learning Outcomes:

1. Understand the particular unique characteristics of generation Y and how they are different to their parents
2. Understand the challenges facing associations in marketing to this group of people
3. Apply concrete and tangible strategies to attract this group into their association

Five Things You Should Be doing Right Now! A Leader's To-Do List for Success Today!

Advanced – All

Presenter: Warren Evans, CSP, Warren Evans

Gallery A, TCU

Leaders at all levels are searching for specific strategies that they can use - NOW - to move their organizations forward. Understanding the trends that are reshaping our clients, markets, stakeholders and our world of work is important. This presentation looks at how they are interacting with each other, and then delivers specific strategies that are creating success for others around the world. Each presentation focuses on the five that are most immediately applicable for each specific audience. All 'turbulent times' create opportunities as well as threats. Here's the to-do list for recognizing them and seizing advantage for you. Now might be a very good time to hear this message! Taking the major business trends to action steps for you to do today!

Learning Outcomes:

1. Identify 5 Trends applicable to the Association Industry, how they Interact and what global trends influence the future of your work
2. Opportunities for YOU that have arisen due to these trends and what they mean to you. Knowing about these trends allows you to thrive as an effective leader and employee. To find opportunities to shine within your organization by being a visionary leader.
3. Have a List of Opportunities to investigate the cultural shift in business is going to "Hollywood Days and Cyber Knights" Stay connected, networked and in the loop!

The 10% Solution: The Critical Effect of Member Satisfaction

Intermediate

**Presenter: Randy Park, Chief Progenitor,
Decision Advancement**

Gallery B, TCU

Of course member satisfaction is the most important factor in association success. But, just how critical? This session will examine how a drop of 10% in member satisfaction, from 85% to 75%, can be the difference between an association thriving and an association dying out. This study demonstrates how member satisfaction affects association visibility, word of mouth marketing, guest experience, and even member satisfaction itself. Member numbers alone are a poor measure of success: it is possible for an association to increase member numbers even as member satisfaction decreases, an unsustainable situation.

In addition to providing a powerful motivator for associations to examine member relations programs, it reveals leverage points in resource allocation. For example, to expand membership, is it better to advertise, involve members, or enhance member services? The dynamic nature of the model means that parameters can be varied and the feedback effects examined.

Most importantly, the model compels you to examine your assumptions about your association. Randy will show you how to determine when your intuition can be trusted, and when it should be questioned. He will also show you how to utilize all the expertise in your association.

Learning Outcomes:

1. Understand the strategic implications of their member relations/ member benefits strategies; the linkage between member satisfaction and association success.
2. How to determine what to measure when assessing member satisfaction
3. How to increase the long term effectiveness of their member promotion efforts.

Going Mobile: Becoming Social and Generating Engagement

Intermediate

**Presenter: Andy Steggle, Chief Operating Officer & Social Strategist
Higher Logic**

Gallery C, TCU

Attend this session to learn all about the many different strategies around going mobile. Discuss how the next generation of association has the opportunity to become a customized app store while generating non-dues revenue. See how to tie your social media strategy into your mobile strategy while at the same time becoming more open and improving transparency. Learn new and innovative ways to generate a new level of engagement, measure and recognize the results. View mobile and social benchmarking data from several comparable associations, cross referenced with their social strategies to discover which ones were the most effective.

Learning Outcomes:

1. Understand the difference between mobile apps and mobile pages
2. Learn how to integrate your mobile strategy with your social strategy
3. Take away 10 tips for generating mobile and social engagement

Creating A Relevant Business Plan for Not for Profits

Intermediate

Presenter: Christine Cavanagh, Managing Partner, 36Sambir

Gallery D, TCU

Entities that manage resources require a plan that helps them to achieve their stated goals and look into their futures. Often plans, whether they are called "strategic" or "business," become an exercise unto themselves where leadership teams or boards get together to populate these documents, share their views. Much time is spent on planning the plan. Less time is spent on key areas such as data gathering, member/client research, developing a vision, and understanding the costs for implementation/execution of initiatives, which should be a part of creating/reviewing a plan so it is totally relevant and achievable. It should also be measurable in both quantitative and qualitative outcomes. Implementation or "working the plan" is the most critical area of the entire planning process, yet it is an undermanaged element. The success of a 3 year plan is hinged on successful leadership and execution of 3 one year tactical plans. It is also hinged on a solid understanding of the business platform and member/client requirements. Most of all, no plan can succeed without totally enlightened resources - employees who understand the plan and their specific contributions towards its success. A relevant business plan is dynamic, not static. The plan is embedded in all employee and business activity. A plan requires active leadership, commitment and constant communication to all constituents on progress, set-backs and milestones. A more creative but less articulated aspect of successful business planning is making allowances for flow and new information. A plan can be set to achieve a 6 month goal or target, but until you're in-development and in-field, one cannot predict how a new initiative will be rolled out or received and what if any issues reveal themselves in the interim. Leaders/managers need to embrace these unpredictable aspects for pushing out a plan and make course corrections, where required. In this 60-90 min presentation, I'll cover three areas: 1) issues around business planning in for-profit and not-for-profit environments including elements from my Ivey Business School technical note titled "Creating a Relevant Business Plan", 2) a case study on my time as executive director of Toronto CFA Society where we went from no plan/little profile to business success/global recognition in two years, 3) the critical elements in building and maintaining a sustainable business plan for not-for-profit groups, large and small.

Learning Outcomes:

1. Have first-hand knowledge of a case study on creating a successful business plan framework for a professional association where one did not previously exist
2. Appreciate the underlying elements needed to create, build, implement and measure a relevant business plan.
3. Understand the importance of the communication of the business plan and its progress to stakeholders.

12:30 – 15:00

Honours & Awards Luncheon

Grand Salon, TCU

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There's No Such Word as Can't

Keynote Speaker: Alvin Law

Sponsored by Speakers' Spotlight

Since 1976, Alvin Law has played a direct role in raising over \$150,000,000 for charity. He has appeared on countless telethons, media features and has been the subject of two award winning television documentaries. The first, "Alvin, His Best Foot Forward" was shown across Canada in 1978. The second, "Broken Promises", focused on the plight of Canada's Thalidomide victims and after its Canadian showing was seen on American Public Broadcasting's "Frontline". Re-named "Extraordinary People", it was nominated for an Emmy Award. Alvin has appeared on "The Joan Rivers Show", "How'd They Do That" on CBS, CBC's "What On Earth" and ABC's "Frontrunners" -this segment about Alvin received an Emmy Award. Alvin has also dabbled in acting and in a life highlight; he played an armless preacher in an episode of the hit television series, "The X-Files".

Leader Quest Learning Lounge

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15:15 Interactive Chat Session

15:45 Interactive Chat Session

16:15 Interactive Chat Session

19:30 – 21:30

Party Down...In 'Toon Town

Tequila Night Club

Join your friends and colleagues at the Tequila Night Club, the in place to party and built on the idea of class and fun. Enjoy the very best best in a Night Club and service to end your fabulous CSAE- 2011 and Saskatoon experience.

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