

Association Executives Council (AEC) 2024 Winter Meeting Agenda

Monday, January 29, 2024

12:00 noon – 1:00 pm

1:00 pm – 5:00 pm

1:00 – 1:15

1:15 – 2:15

2:15 – 2:30

2:30 – 3:30

3:30 – 4:00

4:00 – 5:00

5:00

5:00 pm – 6:00 pm

6:00 pm

AEC Opening Luncheon

AEC General Session

Chairman's Opening Remarks

Developing the Association Team of the Future

Fireside Chat: Sandy MacLeod, Corey Rosenbusch, Moderated by Dan Schuberth

- Explore the best practices and recent trends in leadership, recruitment, and continuing education employed by leading associations that have differentiated themselves from the competition.

AEC Networking Break

Insightful Leadership: Conquering Cognitive Biases for Better Decisions

Speaker: Kate Pintor, *Purpose and Performance*

- Overcome confirmation and availability biases with more effective, data-driven decision-making, leading to more balanced and comprehensive member service and engagement strategies.

General Discussion

The Future of Distribution – Speaker: Mark Dancer

- Mark Dancer is actively developing the next chapter of his celebrated “Facing the Forces of Change” research report. Mark will lead a Roundtable discussion, sharing what he sees as the most critical issues facing our industry in the years ahead and soliciting input from the association executives in attendance.

Chairman's Closing Remarks

AEC Pre-Evening-Activity Break

AEC Reception & Jeffersonian Dinner

Roosevelt Ballroom

Roosevelt Ballroom

TBD

Tuesday, January 30, 2024

7:30 am – 9:00 am

9:00 am – 9:15 am

9:15 am – 12:00 noon

9:15 – 10:00

10:00 – 10:45

10:45-11:00

11:00 – 12:00

12:00 Noon – 12:45 pm

12:45 pm – 3:15 pm

12:45 – 1:45

2:00 – 3:30

3:30 pm

Optional Session

3:45 pm – 5:00 pm

Breakfast and Discussion Round Tables

AEC Networking Break

AEC General Session

Association CEO Spotlight

Fireside Chat: Craig Purser, Greg Ferrara, Moderated by Eric Hoplin

- Hear from a panel of your peers on next best practices to navigate rapid growth and innovative change in the distribution industry.

NAW Legislative and Regulatory Update

Speakers: Brian Wild, Alex Hendrie, Lauren Williams, Channing Pejic

AEC Networking Break

Artificial Intelligence Table Stakes – Speaker: Tony Pericle

- Identify the most common applications for AI in distribution that are quickly becoming table stakes, equipping association executives with the information they need to help their members remain current and competitive.

AEC Luncheon

- Installation of New Chair & NAW Update

AEC General Session

AI Workshop: Crafting Solutions for Distribution Executives led by Tony Pericle

- Roll up your sleeves with Tony Pericle and solve a case study for distribution association executives using readily available generative AI tools.

NAW Executive Summit Community Sessions

Commercial Growth Community

- *Session 1 – Omnichannel Sales Strategy*
- *Session 2 – Building Long-Term Customer Relationships*

Operational Excellence Community

- *Data for Smart Decision Making*
- *Navigating Mergers and Acquisitions for Success*

AEC Meeting Adjourns

NAW Executive Summit

Opening Remarks – Eric Hoplin, CEO, NAW

The Science of Motivation with Daniel Pink

Roosevelt Ballroom

Roosevelt Ballroom

Roosevelt Ballroom

Roosevelt Ballroom

Colonnade

Kennedy Ballroom

Main Ballroom