



ASSOCIATION EXECUTIVES COUNCIL

NAW Association Executives Council
2024 Summer Meeting

Le Saint-Sulpice Hotel
414 St. Sulpice Street
Montreal, Quebec H2Y 2V5

Tuesday, July 16th

6:00 PM Welcome Reception & Dinner

Wednesday, July 17th

8:00 AM Breakfast

9:00 AM – 12:00 PM Morning Program Session

Adopting a Project Management Mindset

Transform how your association approaches tasks and projects by embracing a project management mindset to enhance productivity and achieve strategic goals.

Mastering Communication and Creative Marketing in the Information Age

Meghan Cieslak, Chief Communications & Marketing Officer, NAW

Lorne Silver, Director, CREATIVE, Communications & Marketing, HRAI

This thought-provoking session bridges the essential disciplines of effective communication and innovative marketing, offering a toolkit for cutting through the noise without overspending.

Leveraging Your Association Management System (AMS)

Discover how to maximize your AMS for better engagement and operational efficiency, focusing on overcoming challenges, integrating with project management systems, and boosting user adoption.

12:00 PM Lunch

1:00 – 4:00 PM Afternoon Program Session

Strategy Execution Workshop

Steve Shroul, Executive Coach, Steve Shroul Coaching & Consulting

This interactive workshop will provide practical and effective methods for developing and executing strategies within your organization.

First hour:

- Defining strategy within the leadership team
- The 5 A's of Strategic/Critical Thinking

Second hour:

- Understanding the importance of execution
- Team dynamics and strengths relevance

Third hour:

- HRAI Case Study
- Implementing the 5 A's
- Team composition (strengths-based)
- Team transparency

4:00 – 5:00 PM

Networking Roundtables

Whether seeking advice, sharing success stories, or exploring potential collaborations, these sessions facilitate meaningful conversations, foster new relationships, and strengthen existing ones.

5:30 PM

Group Activity & Dinner

Thursday, July 18th

8:00 AM

Breakfast & Networking Roundtables

9:00 AM – 12:00 PM Morning Program Session

Measuring Success: Association Report Cards and KPIs

Learn to effectively measure and evaluate your association's performance through report cards and Key Performance Indicators (KPIs). This topic will cover the development of meaningful metrics that reflect organizational health and progress.

The Art of Knowing When to Quit

Inspired by the strategic decision-making of poker player Annie Duke, this session will explore "placing small bets" and recognizing when it's time to discontinue a program or initiative. Participants will gain insights into making tough decisions for the betterment of their association.

Elections Have Consequences: Implications for Distributors

Brian Wild, Chief Government Affairs Officer, NAW

Delve into how changes in political landscapes can create new challenges and opportunities for trade associations and their members.

12:00 PM

Conclusion + Grab & Go Lunch