



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
Megan Foote, Executive Vice President & COO, IMGE

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

Shaping the Future: Strategic Planning for AEC's Next Chapter

Eric Hoplin, President & CEO, NAW

Set a powerful course for the AEC! Collaborate to determine actionable steps for advocacy, networking, and leadership initiatives through breakout discussions and strategic voting. Your insights today will directly influence the community's direction and future success.

12:00 PM Lunch

1:00 – 4:00 PM Afternoon Program Session

Strategy Execution Workshop

Steve ShROUT, Executive Coach, Steve ShROUT 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:

- Association 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

The Art of Knowing When to Quit

Mike Marks, Founding Partner, Indian River Consulting Group

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.

Measuring Success: Association Report Cards and KPIs

Geoffrey Thacker, Executive Partner, The Portage Group

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.

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