

# 2021 MASAE ANNUAL CONFERENCE AGENDA

<b>Wednesday, December 8</b>		
6:30 p.m. – 8:00 p.m.	CEO Dinner Discussion for Senior Association Executives <i>How Will Tomorrow's Board Member Be Different?</i> (Requires additional registration fee)	Council Oak Steaks & Seafood
<b>Thursday, December 9</b>		
9:30 a.m. – 10:00 a.m.	Attendee Welcome Reception	Big Cypress Studio B
10:00 a.m.	Exhibit Hall Opens	Seminole Ballroom
10:30 a.m. – 10:45 a.m.	Welcome & Opening Remarks	Seminole Ballroom
10:45 a.m. – 12:00 p.m.	Thursday Opening Keynote: <i>Culture of Engagement: Why/How to Build A Passionate, Engaged Membership</i>	Seminole Ballroom
12:00 p.m. – 12:30 p.m.	MASAE Business Meeting & Presentation of Awards	Seminole Ballroom
12:30 p.m. – 1:15 p.m.	Lunch & Exhibits	Seminole Ballroom
1:30 p.m. – 2:30 p.m.	Breakout Session One	
	<b>EXECUTIVE: Session Cancelled</b>	
	<b>ASSOCIATION ESSENTIALS: Using Your CVB as a Free Resource</b>	Immokalee Studio A
	<b>MEETINGS AND EVENTS: Predictions: Association Meetings, What's Next?</b>	Immokalee Studio B
2:45 p.m. – 3:45 p.m.	Breakout Session Two	
	<b>EXECUTIVE: Top Legal Issues for Trade Associations</b>	Big Cypress Studio B
	<b>ASSOCIATION ESSENTIALS: Behind the Scenes: Telling Your Association's Story with Video</b>	Immokalee Studio A
	<b>MEETINGS AND EVENTS: Maximizing Revenue For the Hybrid Event Future</b>	Immokalee Studio B
4:00 p.m. – 5:00 p.m.	Speed Networking with Exhibitors	Seminole Ballroom
5:00 p.m. – 6:00 p.m.	Free Time	Seminole Ballroom
6:00 p.m. – 8:00 p.m.	MASAE Annual Reception	TBD

# 2021 MASAE ANNUAL CONFERENCE AGENDA

Friday, December 10		
8:00 a.m. – 9:00 a.m.	Breakfast & Exhibits	Seminole Ballroom
9:00 a.m. – 10:15 a.m.	Friday Opening Keynote: <i>Learning with the Future: Continued Commitment to Foresight – (Anticipatory Learning)</i>	Seminole Ballroom
10:15 a.m. – 11:00 a.m.	Break with Exhibitors	Seminole Ballroom
11:00 a.m. – 12:00 p.m.	Breakout Session Three	
	<b>EXECUTIVE:</b> <i>From the Ground Up – Implementing a DE&amp;I Program Within Your Organization</i>	Big Cypress Studio B
	<b>ASSOCIATION ESSENTIALS:</b> <i>Keeping Volunteers on a Positive and Productive Path</i>	Immokalee Studio A
	<b>MEETINGS AND EVENTS:</b> <i>Don't Overlook the Obvious: Safety &amp; Site Selection</i>	Immokalee Studio B
12:00 p.m. – 1:00 p.m.	Lunch, Exhibitors, Speed Networking and Door Prize Giveaways	Seminole Ballroom
1:15 p.m. – 2:15 p.m.	Breakout Session Four	
	<b>EXECUTIVE:</b> <i>We Recognize the Value and Importance of DE&amp;I in Our Association! Now What?</i>	Big Cypress Studio B
	<b>ASSOCIATION ESSENTIALS:</b> <i>Beyond the Webinar: Webinars as a Catalyst for Chapter Member Engagement Opportunities</i>	Immokalee Studio A
	<b>MEETINGS AND EVENTS:</b> <i>The Buck Doesn't Stop Here: Bridging the Gap between Planning and Approval</i>	Immokalee Studio B
2:15 p.m. – 3:15 p.m.	Closing Keynote: <i>Preparing for the New Post-COVID Reality: How to Stay Relevant and Position Yourself for Success</i>	Seminole Ballroom
3:15 p.m. – 3:30 p.m.	Closing Remarks	Seminole Ballroom

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