

**7:30 am**

**Check-In Opens** Location: Great Room Foyer

**8:00 - 8:45 am**

All Together Location: Main Stage + Great Room Foyer  
**Breakfast**

**8:45 - 10:00 am**

Keynote Location: Main Stage  
**Welcome Remarks**  
Tao Stadler, Director of Customer Success at MemberClicks  
**Authentic Leadership**  
Mark Sedgley, President & CEO of MemberClicks

**10:00 - 10:15 am**

**Break**

**10:15 - 11:15 am**

**Education** Room: Studio 1 **1 CAE Credit**  
**Getting Your Data Right: The Ten Most Important Rules For Managing Data**  
Wes Trochlil, Author, President of Effective Database Management

**Education** Room: Industry 4 **1 CAE Credit**  
**Developing, Revamping, or Implementing an Association Content Strategy: A Design Adventure**  
Molly Marsh, Director of Education and Engagement Design at AMR Management Services

**Atlas Product Training** Room: Focus  
**How to Win Members and Influence Retention: Sales, Prospecting, and Retention Ideas**  
Trainers coming soon!

**Oasis Product Training** Room: Industry 2  
**Keep 'Em Coming Back: Digging into the Membership Renewal Process**  
Trainers coming soon!

**Individual Support** Room: Altitude  
**One-on-One Product Expert Appointments**  
Available in 25-minute time slots; sign-ups required

**11:15 - 11:30 am**

**Break**

**11:30 am- 12:30 pm**

**Education** Room: Studio 1 **1 CAE Credit**  
**10 Commandments of an Effective Board**  
Cathi Hight, President & Lead Kaizen Consultant of Hight Performance Group

**Education** Room: Industry 4 **1 CAE Credit**  
**Capturing the Voice of the Member to Fuel Engagement**  
Ryan Graham, VP of Sales at PropFuel

**WEDNESDAY 4.22.20**

Continued



**11:30 am - 12:30 pm**

(Continued)

**Success Shack** Room: Studio 2  
**Atlas Users: Feature Usage Gap Analysis (FUGA) Discussion**  
 Tao Stadler, Director of Customer Success at MemberClicks

**Individual Support** Room: Altitude  
**One-on-One Product Expert Appointments**  
 Available in 25-minute time slots; sign-ups required

**12:30 - 1:30 pm**

All Together Location: Main Stage + Great Room Foyer  
**Networking Lunch + Activity**  
 Lowell Aplebaum, CAE, CPF, CEO & Strategy Catalyst of Vista Cova  
 Sponsored by CliftonLarsonAllen LLP

**1:30 - 2:00 pm**

All Together Location: Mezzanine Level  
**Exhibitor Marketplace Grand Opening**

**2:00 - 3:00 pm**

**Education** Room: Studio 1 **1 CAE Credit**  
**Member SUSTAINability**  
 Jim Thompson, CAE, IOM, VP of Association Management & Strategic Development at Capitol Hill Management Services, Inc.

**Education** Room: Industry 4 **1 CAE Credit**  
**8 MUSTS for New Member Onboarding**  
 Callie Walker, Senior Inbound Marketing Specialist at MemberClicks

**Atlas Product Training** Room: Focus  
**Friendly Finances: Best Practices for Keeping Your Books In Sync with Atlas**  
 Trainers coming soon!

**Oasis Product Training** Room: Industry 2  
**Figuring Out Forms (Beyond Membership & Events): Surveys, Donations, and Elections**  
 Trainers coming soon!

**Success Shack** Room: Studio 2  
**Oasis Users: Feature Usage Gap Analysis (FUGA) Discussion**  
 Tao Stadler, Director of Customer Success at MemberClicks

**Individual Support** Room: Altitude  
**One-on-One Product Expert Appointments**  
 Available in 25-minute time slots; sign-ups required

**3:00 - 3:30 pm**

**Break + Exhibitor Marketplace Open** Location: Mezzanine Level

**3:30 - 4:30 pm**

**Education** Room: Studio 1 **1 CAE Credit**  
**The "What's In It For Me" Effect: Events Designed from the Attendee's Mind**  
 Tonisha Landry, Chief Event Strategist of K&K & Co and Sr. Manager of Events at Points of Life

**Education** Room: Industry 4 **1 CAE Credit**  
**Accentuate the Positive: Using Your Strengths to Boost Your Bliss!**  
 Dr. Rachel Elahee, PSYD, PCC, BCC, Licensed Psychologist and Executive Coach at The Workplace Coach, LLC

## WEDNESDAY 4.22.20

Continued



3:30 - 4:30 pm

(Continued)

**Success Shack** Room: Studio 2

**Atlas Users: Feature Usage Gap Analysis (FUGA) Discussion**

Tao Stadler, *Director of Customer Success at MemberClicks*

**Individual Support** Room: Altitude

**One-on-One Product Expert Appointments**

Available in 25-minute time slots; sign-ups required

**Roundtables** Room: Strategy (Limited to 14 participants)

**Roundtable Discussion: Membership Retention**

Facilitators: Hester Ndoja, CAE, *VP Membership and Development at the Florida Society of Association Executives*; Duncan McCreery, *Chief Experience Officer at MemberClicks*

4:30 - 5:00 pm

**Break + Exhibitor Marketplace Open** Location: Mezzanine Level

5:00 - 6:00 pm

All Together Location: Mezzanine Level

**Marketplace Cocktail Hour**

6:00 - 9:00 pm

All Together Location: Coming soon

**MC LIVE! Celebration**



**7:00 - 7:45 am**

Refresh + Restore *Location: Great Room Foyer*  
**Morning Jog Through Piedmont Park**

**8:00 - 9:00 am**

All Together *Location: Main Stage + Great Room Foyer, Marketplace on the Mezzanine Level*  
**Check-In Open**  
**Breakfast + Exhibitor Marketplace Open**

**9:00 - 10:00 am**

Keynote *Location: Main Stage* **1 CAE Credit**  
**Authentically Social**  
Corey Perlman, *Speaker, Consultant, Author*

**10:00 - 10:15 am**

**Break + Exhibitor Marketplace Open** *Location: Mezzanine Level*

**10:15 - 11:15 am**

**Education** *Room: Studio 1* **1 CAE Credit**  
**Technology Trends and the Effects on Associations**  
Reggie Henry, *Chief Information and Engagement Officer at ASAE & the Center for Association Leadership*

**Education** *Room: Industry 4* **1 CAE Credit**  
**Three Critical Concepts to Create a Winning Talent Strategy**  
Octavia Gilmore, *Professional Search Advisor at CliftonLarsonAllen LLP*; Dave Hickman, *Managing Principal, Professional Search at CliftonLarsonAllen LLP*

**Atlas Product Training** *Room: Focus*  
**'Til Death Do Us Part (How Engagement Leads to a Lifetime Commitment)**  
Trainers coming soon!

**Oasis Product Training** *Room: Industry 2*  
**Creating a Winning Membership Website: Edits to Attract and Engage**  
Trainers coming soon!

**Individual Support** *Room: Altitude*  
**One-on-One Product Expert Appointments**  
Available in 25-minute time slots; sign-ups required

**11:15 - 11:30 am**

**Break + Exhibitor Marketplace Open** *Location: Mezzanine Level*

**11:30 am - 12:30 pm**

**Education** *Room: Studio 1* **1 CAE Credit**  
**Deep Dive: Social Media Tips, Tricks & Tools to Avoid Overload and Keep Your Sanity!**  
Corey Perlman, *Speaker, Consultant, Author*

**Education** *Room: Industry 4* **1 CAE Credit**  
**Panel Discussion: What Everyone Ought to Know About Creating Lucrative Partnerships to Boost Non-Dues Revenue**  
Hosted by Payroc, *MC LIVE! 2020 Title Sponsor*

**THURSDAY 4.23.20**

Continued



**11:30 am - 12:30 pm**

(Continued)

**Success Shack** Room: Studio 2  
**Oasis Users: Feature Usage Gap Analysis (FUGA) Discussion**  
 Tao Stadler, Director of Customer Success at MemberClicks

**Individual Support** Room: Altitude  
**One-on-One Product Expert Appointments**  
 Available in 25-minute time slots; sign-ups required

**12:30 - 1:00 pm**

All Together Location: Mezzanine Level  
**Awards Red Carpet Walk + Exhibitor Marketplace Open**

**1:00 - 2:00 pm**

All Together Location: Main Stage  
**Lunch**  
**Awards Ceremony**  
 Tao Stadler, Director of Customer Success at MemberClicks

**2:00 - 2:15 pm**

**Break + Exhibitor Marketplace Open** Location: Mezzanine Level

**2:15 - 3:15 pm**

**Education** Room: Studio 1 **1 CAE Credit**  
**Networking Evolution: Building Stronger Relationships and Connections**  
 Lowell Aplebaum, CAE, CPF, CEO & Strategy Catalyst of Vista Cova

**Education** Room: Industry 4 **1 CAE Credit**  
**Event Trends to Engage and Inspire Attendees**  
 Megan Denhardt, CAE, President of The Denhardt Group

**Atlas Product Training** Room: Focus  
**The ABCs of SQL vs CSV vs DERT, LOL!: Advanced Reporting**  
 Trainers coming soon!

**Oasis Product Training** Room: Industry 2  
**You've (Still) Got Mail: Best Practices for Association Email Marketing**  
 Trainers coming soon!

**Success Shack** Room: Studio 2  
**Atlas Users: Feature Usage Gap Analysis (FUGA) Discussion**  
 Tao Stadler, Director of Customer Success at MemberClicks

**Individual Support** Room: Altitude  
**One-on-One Product Expert Appointments**  
 Available in 25-minute time slots; sign-ups required

**3:15 - 3:45 pm**

**Break + Exhibitor Marketplace Open** Location: Mezzanine Level

THURSDAY 4.23.20

Continued



3:45 - 4:45 pm

|   |   |
|---|---|
| <p><b>Education</b> Room: Studio 1 <span>1 CAE Credit</span></p> <p><b>Outsmarting Our Brains: Recognizing &amp; Managing Unconscious Bias</b></p> <p>Fabian De Rozario, <i>Global Talent Coach, Consultant &amp; Trainer</i></p> | <p><b>Education</b> Room: Industry 4 <span>1 CAE Credit</span></p> <p><b>Running Lean: How to Maximize Time and Resources to Do the Most with the Least</b></p> <p>Katie Berry, <i>Director of Marketing &amp; Communications at SBI Association Management</i></p> |
| <p><b>Individual Support</b> Room: Altitude</p> <p><b>One-on-One Product Expert Appointments</b></p> <p>Available in 25-minute time slots; sign-ups required</p>  | <p><b>Success Shack</b> Room: Studio 2</p> <p><b>Oasis Users: Feature Usage Gap Analysis (FUGA) Discussion</b></p> <p>Tao Stadler, <i>Director of Customer Success at MemberClicks</i></p>  |
| <p><b>Roundtables</b> Room: Strategy (Limited to 14 participants)</p> <p><b>Roundtable Discussion: Communicating the Value of Membership</b></p> <p>Facilitators coming soon!</p>   |   |

4:45 pm

On Your Own

**Dinner On the Town + Explore Atlanta!**

See the *Plan Your Trip* page at [memberclickslive.com](http://memberclickslive.com) for ideas!

**FRIDAY 4.24.20**



**7:00 - 7:45 am**

Refresh + Restore *Location: Coming soon*  
**Yoga**

**8:00 - 8:45 am**

All Together *Location: Main Stage + Great Room Foyer*  
**Farewell Breakfast**  
*Sponsored by XYZ University and Sarah Sladek*

**8:45 - 9:45 am**

Keynote *Location: Main Stage*  
**Disrupting for Good**  
*Chris Field, TedX Speaker, Author, Founder of Mercy Project*

**9:45 - 10:00 am**

**Break**

**10:00 - 11:30 am**

**Education** *Room: Main Stage* **1.5 CAE Credits**  
**Workshop: How to Future Proof Your Association**  
*Sarah Sladek, Speaker, Author, CEO of Sarah Sladek & Company, XYZ University*

**Individual Support** *Room: Altitude*  
**One-on-One Product Expert Appointments**  
Available in 25-minute time slots; sign-ups required