

FIRST TIME EVER!



Association Day AMC Focused Education Monday, April 18, 2016 10:00 AM – 1:00 PM

“We are delighted to have the opportunity to partner with IMEX to provide exclusive association management company focused education on IMEX Association Day. We have assembled a powerful lineup of thought leaders to facilitate the transfer of knowledge based on years of experience working in the association management company industry.”

*Tina Wehmeir, CMP, CAE
CEO, AMC Institute*

10:00 – 10:50 AM

Split Loyalty Dilemmas, Common Problems and Creative Solutions

Speakers: Keren Deront, CAE, Director, EU, Interel Association Management; Charles Hall, Owner, Association Services Group, Immediate Past Chair, AMC Institute Board; Greg Schultz, Group Vice President, Kellen, Chair, AMC Institute Board

The best way to balance the needs/interests of AMC clients with the AMC itself is to have fully educated and informed parties on BOTH sides of the issue. Sadly, too often the AMC staff members are so closely aligned with the client, that they may not be able to effectively advocate a solution that is also fair to their employer, the AMC. This session will combine a panel of experts to discuss this challenge as well as creative solutions.

11:00 – 11:50 AM

Data Protection – When Do You Need to Do This? NOW!

Presenters: JP Guilbault, President & CEO, YourMembership, AMC Institute Board Member; Paul Jordan, Managing Director Europe, International Association for Privacy Professionals

Presenters will discuss the critical need for data protection for both the AMC and their clients. Unfortunately, this has become a very real challenge in our advanced high tech world. Delegate takeaways will include not only ways to safeguard against the possibility of a data breach, but also steps to create a crisis plan in the event of this circumstance.

12:00 – 12:50 PM

The Great Balancing Act – Managing Staff Placement, Expand & Contrast

Moderators: Bob Lewis, Group Head of Association Management, Interel Association Management, AMC Institute Board Member; Michael Payne, Executive Vice President, SmithBucklin, AMC Institute Board Member; Fred Stringfellow, CAE, President, Stringfellow Management Group, Inc., Chair-Elect, AMC Institute Board; Erin Fuller, CAE, President, Coulter, an MCI Company, AMC Institute Board Member

Moderators will facilitate an interactive discussion with the focus on building a staff to best meet the needs of AMCs and their clients. This session will provide delegates with great takeaway knowledge.

Topics of discussion will include:

- When is the right time to hire staff with specialized training/education?
- When and how often do you devote to staff development?
- Pre-load or post-load – How do you have needed staff available as you grow?
- How do you best compensate staff for onsite meetings that fall over holidays, weekends, etc.?