

# The Community Brands Checklist to 2024 ASAE Annual Meeting & Exposition

Plan your association's visit to ASAE Annual with our insider's guide!

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annual  
meeting  
& exposition



**As part of our Summer Event Series, Community Brands is hitting the road to Cleveland, Ohio to attend 2024 ASAE Annual Meeting & Exposition!**

**Catch our Community Brands Team at the Huntington Convention Center, August 10-13.**

We're excited to join you and countless other association leaders and innovators at **2024 ASAE Annual!**

Gear up for 2024 ASAE Annual by checking out Community Brand's ASAE playlist. And tune up for your best on-site experience in the home of rock & roll, Cleveland, OH.

[Listen here →](#)

## 10 can't miss ASAE Annual sessions

The theme of 2024 ASAE Annual Meeting & Expo is "In Unity, We Thrive," highlighting how our individual purposes can bring us together. Like past years, ASAE Annual has some excellent sessions lined up.

**Here are 10 can't miss 2024 ASAE sessions:**

**1**

### **Amanda Gorman**

Poet Lauret, Activist, Icon

ASAE Annual's Opening Keynote promises to be nothing short of spectacular. You might remember Amanda Gorman from her groundbreaking performance at the 2021 Presidential Inauguration. Gorman is the youngest inaugural poet in U.S. history. Additionally, she is a committed advocate for gender justice, racial equality, and for the environment.

**Sunday, August 11, 8:30 AM - 10:15 AM EDT**



**2**

### **Catalyst: Master the Seven Essential Skills of Innovation by Learning to Write Songs**

Cliff Goldmacher is a GRAMMY-recognized, #1 hit songwriter, speaker and author. His book, *The Reason For The Rhymes: Mastering The Seven Essential Skills of Innovation by Learning to Write Songs*, encapsulates the principles of his presentations and workshops where Cliff helps organizations innovate and build their creative confidence by teaching them to write songs.

**Monday, Aug 12 • 10:45 AM - 11:45 AM EDT**

**3**

### **Building Something Great Is Easy; Maintaining It Is Hard**

Hear the story of an ASAE Gold Circle Award-winning program and learn from its ups and downs.

**Sunday, August 11 • 11:45 AM - 12:15 PM EDT**

**4**

### **A Roadmap to Succeeding a Long-Tenured Executive Director**

Hear from a panel of diverse BIPOC association professionals who will share their experiences and lessons learned in the first 90 days in the Executive Director role.

**Sunday, August 11 • 2:30 PM - 3:30 PM EDT**

**5**

### **From the Brink: Restoring Member Trust and Justice in Associations**

Dive into a compelling case study of a nursing association's response to a public vote of no confidence in its leadership. Learn about the board-approved guiding principles of accountability, belonging, and culture, and explore new initiatives to engage marginalized members.

**Monday, Aug 12 • 10:45 AM - 11:45 AM EDT**

**6**

### **Avoiding Intellectual Property Red Flags and Landmines when Sourcing Educational Content**

Discover important safeguards to source content and keep your association and speakers out of hot water.

**Sunday, August 11 • 2:30 PM - 3:30 PM EDT**

**7**

### **Revenue Generating Uses of AI for Associations—The Gameshow**

Discover all the ways in which generative AI can assist associations.

**Sunday, August 11 • 2:30 PM - 3:30 PM EDT**

**8**

### **Small Staff Victories: Optimizing Limited Resources for Maximum Impact**

Learn how your association can achieve success through creativity, efficiency, and a strategic approach to collaboration.

**Sunday, Aug 11 • 2:30 PM - 3:30 PM EDT**

**9**

### **Boosting Small-Staff Associations With Information and Resources**

In this session, the ASAE Small-Staff Association Advisory Committee will discuss some of the greatest challenges of small teams, while offering best practices, new education ideas, and networking opportunities.

**Monday, August 12 • 10:45 AM - 11:45 AM EDT**

**10**

### **The Price Is Right...Or Is It?**

Pricing decisions can make or break your product's success. Learn how to properly price your product when you attend this session!

**Monday, August 12 • 2:45 PM - 3:15 PM EDT**

## Meet the Community Brands team

Connect with our Community Brands team at our ASAE Annual booth!

**You can find us at the Expo Hall at booth #522**

Come chat with our Community Brands team to learn more about our longstanding partnership with ASAE and how it can benefit your organization. We'll also be hosting special sessions and highlighting how Community Brands' innovative solutions can help future-proof your association.

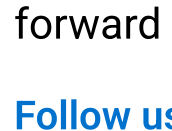
Want to discover how Community Brands software solutions come together to serve your association's purpose? With the Community Brands connected suite of solutions, you can meet your technology needs in one place, reach your organizational goals, and amplify your impact.

[Learn more](#)

## Take the next step

Make the most of your time at 2024 ASAE Annual by attending these 10, can't miss sessions and meeting our Community Brands team at booth #522. We're looking forward to seeing you in Cleveland!

**Follow us on our Community Brands social media to always get the latest updates!**



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