



Shriners International Education Foundation presents:

4th Annual
MEMBERSHIP & MARKETING
Conference
 April 26-28, 2024 • Orlando, Florida

Friday, April 26, 2024

8:15 a.m.	8:30 a.m.	Welcome & Opening Remarks
8:30 a.m.	9:30 a.m.	Remembering the Goal: Reflections of Teamwork and Focus from a Former NFL Pro - Ken Harvey, Motivational Speaker
9:30 a.m.	10:30 a.m.	Understanding and Attracting our Next Generation(s) of Potential Members -Justin Buck, Executive Vice President, Phi Kappa Alpha Fraternity
10:30 a.m.	10:45 a.m.	Break
10:45 a.m.	11:30 a.m.	Regional Breakout Session #1: Current State
11:30 a.m.	12:30 p.m.	Lunch
12:30 p.m.	1:30 p.m.	Design at the Shrine-Rita Costa, Director, Creative Services & the Creative Team, Shriners International/Shriners Children's
1:30 p.m.	2:30 p.m.	Small Things That Make A Big Difference-Chadwick Burks, General Grand King R.A.M, York Rite
2:30 p.m.	2:45 p.m.	Break
2:45 p.m.	3:30 p.m.	Regional Breakout Session #2: Future State
3:30 p.m.	4:30 p.m.	Navigating Today's Complex Political and Societal Landscape-Mel Bower, Chief Marketing and Communications Officer, Shriners International/Shriners Children's
4:30 p.m.	5:15 p.m.	Membership Best Practices Breakout Session
5:30 p.m.	7:30 p.m.	Welcome Reception

Saturday, April 27, 2024

8:15 a.m.	8:30 a.m.	Welcome & Opening Remarks
8:30 a.m.	9:30 a.m.	Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Experience- Amanda Lea Kaiser, Member Engagement Strategist

9:30 a.m.	10:30 a.m.	Building a Membership Model Built on Character and Compassion-John Piland, Executive Vice President/Chief Operating Officer
10:30 a.m.	10:45 a.m.	Break
10:45 a.m.	11:30 a.m.	Regional Breakout Session #3: Goal-setting
11:30 a.m.	12:30 p.m.	Lunch
12:30 p.m.	1:30 p.m.	Marketing General Session: Stuart Sullivan, Chief Philanthropy Officer, Office of Philanthropy
1:30 p.m.	2:15 p.m.	Regional Breakout Session #4: Action Planning
2:15 p.m.	2:30 p.m.	Break
2:30 p.m.	4:00 p.m.	Mastering Membership Growth in the Digital Age: Insights from the Grand Lodge of Wisconsin-Thomas Stevens & Michael Burnham - Grand Lodge of Wisconsin
4:00 p.m.	5:00 p.m.	Marketing Best Practices Breakout Session
5:45 p.m.	6:15 p.m.	Bus Loaded
6:15 p.m.	6:30 p.m.	Bus: Hotel to Howl at the Moon
6:30 p.m.	8:30 p.m.	Reception & Dinner
8:30 p.m.	9:00 p.m.	Bus Loaded
9:00 p.m.	9:15 p.m.	Bus: Howl at the Moon to Hotel
Sunday, April 28, 2024		
8:15 a.m.	8:30 a.m.	Welcome & Opening Remarks
8:30 a.m.	9:00 a.m.	Shriners Children's Patient Story
9:00 a.m.	10:00 a.m.	Marketing General Session: Anthony Watts, Director Digital Marketing
10:00 a.m.	10:15 a.m.	Break
10:15 a.m.	11:15 a.m.	Regional Breakout Session #5: Accountability
11:15 a.m.	12:00 p.m.	Closing Ceremony
12:00 p.m.	1:00 p.m.	Lunch