

# FORUM FWD™

ACCELERATE YOUR ASSOCIATION™

June 16-17, 2015

MCCORMICK PLACE, CHICAGO

## Repave The Road to Innovation and Success



Forum Forward™ delivers high-impact education, electrifying keynote speakers, unconventional learning formats and innovative networking opportunities to help ignite creative thinking and new ideas about the future for associations. The unique Forum Forward approach to experiential education creates a valuable parallel learning environment for CEOs and their staff teams.

Learn more and  
register at  
[forumforward.org](http://forumforward.org)  
**#FFWD15**



### Forum Forward™ Schedule

#### TUESDAY, JUNE 16

MCCORMICK PLACE®

7:30–8:30 a.m.	Registration
8:30–9:30 a.m.	Opening General Session
9:45 a.m.–4 p.m.	CEOnly® Summit*
9:45 a.m.–12:15 p.m.	Education Sessions
12:15 p.m.–1:30 p.m.	Lunch
1:30–4 p.m.	Education Sessions
4–5:30 p.m.	Welcome Reception

*\*For current association CEOs only.*

#### WEDNESDAY, JUNE 17

MCCORMICK PLACE®

8–9 a.m.	Registration
8–9 a.m.	CAE Breakfast**
9–11:30 a.m.	Education Sessions
11:30 a.m.–1:30 p.m.	Lunch and Closing General Session

*\*\*For Association Forum members holding the CAE designation only. Pre-registration is required.*

# Get Big Ideas to Inspire Even Bigger Opportunities

At Forum Forward, the learning experiences are immersive, focused on providing dynamic education content in ways that:



- Simulate realistic scenarios and environments;
- Present opportunities to practice skills and interact in contextual situations;
- Are highly engaging, interactive and creative; and
- Make you think differently about...everything.

To help maximize the attendee experience at Forum Forward, **Jeff Hurt**, Executive Vice President, Education and Education, Velvet Chainsaw Consulting, will be the event Learning MC, drawing on his vast experience in adult education, conference design, digital events and social media for associations and other organizations.

## Forum Forward 2015 Content Pillars



Future



Leadership Horizons



Marketing



Technology



Revenue



Women's Vista

## A Partial List of Education Sessions

The Audi Customer Experience: Seven Critical Strategies Associations Can Learn from a Luxury Car Purchase

The New Association World: Changing Engagement Models

Disruptive Learning: Change is on the Horizon

Brandprov™: The Art of Authenticity!

The Making Magnificence Project™

Association Professional: I Am Human

Leadership and the Engaging Power of Story

I've Got 99 Problems, But a Marketing Budget Ain't One

Marketing 2020: Digital Transformation & the ROI Dashboard

Data as Your Secret Sauce: Using Your Data to Increase Attendance, Exhibitors and Sponsors

Forget Big Data: The Small Data Revolution Has Arrived

High Website Bounce Rates? That Little Search Box Can Be a Little Devil

Got A New Product? Plan Don't Plunge\*

Creating Your Global Growth Strategy

Billionaires, Burgers and Baruch: Where's the Money?

The Six Rs of Association Thrivability: Building a Truly 21st Century Organization

Women in Leadership: A Catalyst for Change

Is Disruption the Silver Bullet for Achieving Parity in the Workplace?



Contribute to this session! Please send a brief description of a critical issue you're facing regarding product development to [NoHeadaches@connect2amc.com](mailto:NoHeadaches@connect2amc.com). Include the challenge you face (e.g., price, board buy-in, legacy product, understanding costs, product delivery) in the subject line.

## Learn and Collaborate with Pioneers and Visionaries

Forum Forward™ ensures that you and your organization aren't just looking ahead of the curve—you'll be among the leaders repaving the road to engagement, innovation and financial success. High-impact education, visionary speakers and leading technology tools combine to connect bright minds, forward-thinking ideas and solutions.

### Opening General Session

Tuesday, June 16 | 8:30 -9:30 a.m.

#### Gina Mollicone-Long

In this powerful keynote address, Gina will share the secrets to living life on your own terms and to get what you want. Drawing from her real life experience of traveling the world with her family for one year, Gina will incorporate humor, drama and age-old wisdom to illustrate the path to living truly, making your dreams a reality and having some serious fun along the way. You'll be refreshingly inspired to live your truth and begin taking steps toward an authentic life.



The Opening General Session is generously sponsored by:



### Lunch and Closing General Session

Wednesday, June 17 | 11:30-1 p.m.

#### Jeff Hurt

We all want to develop our skills and competencies to leverage our talents for maximum impact. 21st Century Leadership requires neuroleadership (applying neuroscience insight to leadership), strategic thinking and empathic mindsets. 20th Century association models are based upon outdated industrial methods that don't always adapt well to 21st century business. Ongoing, continual strategic thinking replaces strategic planning. Strategic effectiveness replaces operational efficiencies. Just-in-time and just-in-need actions replace just-in-case tactics.



Discover how a strategic brain affects our leadership abilities. Identify steps we need to practice strategic thinking. Explore neuroscience insights for neuroleadership. And discuss the role an empathic mindsets play in balancing your association work.

The Lunch and Closing General Session is generously sponsored by:



## CEOnly® Summit

Tuesday, June 16 | 9:45 a.m.-5:30 p.m.

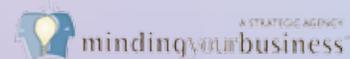
This exclusive, top-level experience is designed to ignite innovation among the most forward-thinking nonprofit CEOs and executive directors. In just one high-impact, maximum-return day, you'll discover the most innovative solutions for reinvigorating your association's relevance, meeting members' needs and ensuring long-term sustainability.

**CEOnly Summit Keynote Speaker Gina Mollicone-Long** will share her perspective on emotional intelligence and its impact on achieving results. Other CEOnly Summit presenters include:

- Terrance Barkan, CAE, Founder & Chief Strategist, GLOBALSTRAT;
- Greg Jones, Managing Director of Diversity & Inclusion for United Airlines;
- Elliott Masie, Editor of Learning TRENDS, head of The MASIE Center; and
- Robert Schwartz, General Manager, Global Design & User Experience, GE Healthcare.

The CEOnly Summit is generously sponsored by:

Title Sponsors:



Event Sponsors:



# Forum Forward Headliners

Here's a sampling of Forum Forward session leaders who aim to deliver forward-thinking ideas and action-oriented solutions.



**Pon Angara, Principal, Barkada Creative.** Part artist and part engineer, Pon brings together diverse perspectives to show leaders how bold ideas can transform their organizations into positive agents of change. As partner to nonprofits, Pon is passionate about helping create their distinct brand using his depth of real-world experience in communication design, event marketing and storytelling.



**Kate Drane, Senior Director of Chicago Outreach, Indiegogo.** Kate has led hundreds of companies, including Misfit Wearables, Jolla and Canonical, to secure funding on Indiegogo. In addition to working at Indiegogo, Kate is the co-founder and CMO of The Can Van, the world's first mobile beer canning service made to bring reasonably priced and environmentally friendly packaging options to California breweries.



**Jeff De Cagna, FASAE, Chief Strategist and Founder, Principled Innovation LLC.** Jeff is the association community's leading voice for innovation. He is an author, speaker and strategic advisor for associations and nonprofit organizations across North America and around the world. A respected contrarian thinker, Jeff has been challenging association orthodoxy and inviting boards, CEOs and other senior decision-makers to pursue the generative work of transformation for more than 20 years.

Learn more at  
[forumforward.org](http://forumforward.org)  
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## Think Beyond Today's Top Trends

Forum Forward stretches you to think beyond today to capitalize on opportunities that will be present tomorrow and beyond. So when you attend Forum Forward, take everything you've ever known about an exhibit hall—and toss it. The Forum Forward Innovation Hub

is a completely reimagined, interactive experience designed to let you touch and test the latest tools and tech that will support you throughout the journey of defining the association model of the future. Plus, the setup is perfect for connecting and learning.

### Think Tank Theaters

These unique, high-energy "learning studios" redefine the format of an education session to stimulate and engage multiple parts of your brain. You'll experience the power of learning in new and different ways.

### Sound Byte Studio

From "Fast FWD" solution sessions to 1-on-1 interviews with proven thought leaders and presenters, Forum Forward's Sound Byte Studio will give attendees the opportunity to become part of the highlight reel.

### Social Service - Give Back

Forum Forward attendees are invited to visit our social service station to assemble hygiene kits from Clean the World's ONE PROJECT. The assembled kits will be donated to ChildServe®, a local organization helping Chicagoland's at-risk children and their families build, achieve and sustain better lives.

Forum Forward's Social Service activity is generously sponsored by:



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SPECTACULAR BY NATURE™

# Thank You to Our Generous Sponsors of Forum Forward

ASSOCIATION FORUM'S  
**PARTNERS** *Make it* **POSSIBLE**

## Platinum

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## Gold

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## Silver

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## Bronze

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ASSOCIATION  
FORUM  
Foundation®



# Honors Gala 2015

June 18 | Navy Pier, Chicago

[associationforum.org/honorsgala15](http://associationforum.org/honorsgala15)

## Celebrate the Achievements of the Association Community

Association Forum's Foundation invites you to experience Honors Gala 2015, Chicagoland's most prestigious gathering of association professionals. Join us as we commemorate industry leaders with honors and awards. This spectacular evening of dinner and dancing is an excellent opportunity to network and celebrate the achievements of the Chicagoland association community.

**Hurry! Prices  
increase  
after May 15.**

### Tickets:

Individual	\$400
Table for 10	\$4,000

### Sponsorship:

Several unique, brand-building sponsorship opportunities are available for Honors Gala 2015. Contact Kendra Afeld, business development manager, at [afeld@associationforum.org](mailto:afeld@associationforum.org) or (312) 924-7022.

Register today to take advantage of early-bird ticket prices.

[associationforum.org/honorsgala15](http://associationforum.org/honorsgala15)

