

# KSAE2021

**Friday, October 22, 2021  
Prairie Band Casino and Resort**

**8:30-9:00am**    **REGISTRATION AND COFFEE**

**9:00-9:50am**    **HOW TO MARKET TO GEN Z AND DEVELOP MEMBERS FOR LIFE**

**Jeff Fromm, weekly columnist for Forbes and co-author of three youth marketing books**

By the end of the year, Gen Z will become the world's largest and most powerful consumer force in the market. Connecting with these teens and young adults in ways that lead to growth and market shares will require real change, not just tweaks to a Millennial marketing plan.

This program reveals surprising ways Gen Z is driving a new era of empowered consumerism, rewriting the rules of the market through their old school values and desire to co-create with their favorite brands. Companies and organizations that get this right create fans for life. Those that fail to understand this risk...everything.

Key takeaways:

- Leave with authentic strategies to get past Gen Z's 8-second attention span to create genuine emotional connections that lead to Brand Love™
- Understand why blatant advertising messages will bomb with these modern consumers as well as how to tap into contagious influencer marketing networks
- Uncover how to create experiences to engage Gen Z in ways that impact consumers in every generation.

**10:00-10:50am**    **DISCOVER YOUR OWN BREAKTHROUGH VALUE**

**Melynn Sight, nSight Marketing**

The world is full of competition for our attention. To win the battle, you'll learn how dozens of Associations set themselves apart to convey a relevant, unique, and significant value proposition to their members. The proven process to breakthrough value leads associations to learn about themselves (first) and then communicate exactly why the associations matters based on what members need most. Learn to apply a sales approach to how you uncover member needs and convey value to them. This process will help leaders and staff convey a unified message that members will respond to.

Key takeaways:

- Understand what a value proposition is and why it is critical today.
- Learn the boundless business benefits of developing a formal, member-based value proposition.
- Understand the seven sequential and significant steps to discover your association's one-of-a-kind value.

**11:00-11:50am**    **LESSONS FROM THE PRINCESS BRIDE**

**Troy Harrison, Sales Navigator**

There's a popular meme going around that says that the classic movie, "The Princess Bride," is the perfect movie because it encompasses all the popular genres. But did you know that it's packed with lessons for salespeople and sales managers? In this program, we'll show you what those lessons are, and we'll do it in a fun and entertaining way. More than just a dry "sales seminar," you'll remember this program, the lessons taught, and you'll put them to work!

Topics covered include:

- The Perfect Introduction
- Sending Your Team into Battle
- How to Never Give Up
- Healthy vs. Unhealthy Competition
- Why You Should Never Play Games
- And more!

**12:00-1:50pm**    **KSAE LUNCH EXPO**

KSAE is pleased to bring exhibitors from the state's best hotels, meeting venues, CVBs, products, services and contractors to help association professionals get the job done.

**2:00-2:50pm**    **F.A.C.E. TODAY AND BE EXTRAORDINARY!**

**Warren Martin, On-Core Consulting**

A motivational presentation that will inspire consistency, perseverance, and passion in all leadership opportunities. We will explore how to overcome some of the most common fears holding leaders back from achieving their full potential. More than a technique, this session will inspire you to invest in those around you – your team, family and mostly yourself.

**3:00-3:50pm**    **LEGAL ISSUES ASSOCIATIONS ARE FACING NOW**

**Chuck Engel, Engel Law, PA**

Gain the knowledge you need now on some of the hottest topics and legal risks currently affecting the association legal world. Practical tips and suggestions for mitigating the legal risk of associations.