



## CSRA / National Restaurant Association - Summer Membership & Marketing Conference Final Draft Schedule: 5/2/18

### Tuesday, July 24, 2018

11:30 am – 1:00 pm

*Skyline*

**CSRA Board of Directors and NRA Senior Staff Meeting**

SRA CEOs invited

1:00 pm – 4:00 pm

*Skyline*

**CSRA Board of Directors Meeting**

SRA CEOs invited

*Pre-Conference Workshop:*

4:00 pm – 5:00 pm

*Heritage A*

**How to produce great video content in short order and on a budget to boost your visibility and social media presence.**

*Speaker: Jason Tarr, Asheville CVB*

5:30 pm – 6:30 pm

*Skyline*

**Welcome Reception**

### Wednesday, July 25, 2018

7:00 am – 7:30 am

*Skyline*

**New Member Breakfast**

7:30 am – 8:30 am

*Skyline*

**Breakfast**

8:30 am – 9:30 am

*Heritage A*

**Welcome & General Session -**

**General Session -**

**Building the Membership Culture in your Association**

*Speaker: JP Moery, The Moery Company*

“Membership is everyone’s job” - a common theme heard in membership organizations around the country. But, is this just a catch phrase? Because we say it, is it so?

JP Moery will discuss the integration of membership into your organization’s DNA. We will identify specific tactics used to build enterprise wide membership efforts and how the associations are growing by making membership a coordinated effort among executive management, regional directors, government affairs specialists, communications leaders and others.

9:30 AM – 10:30 AM

*Heritage A*

**Media Secrets – get more press**

*Speaker: Jess Todtfeld, Results First Training/Success in Media*

Media Secrets is designed to give your organization specific systems to get more earned media attention, and to help them to ace any media interview. This includes crisis situations as well as being able to authentically have more control with the media. Some groups prefer this talk to focus on the idea of media as marketing. You can drive more attention through media interviews. You just have to use the systems.

10:30 am – 11:00 am  
*Heritage A*

**National Membership Model/Status on Franchise Program**  
*Speaker: Kathie Vu, National Restaurant Association*

11:00 am – 11:15  
*Heritage A*

**Break**

11:15 am – 12:00 pm  
*Heritage A*

**CEO/Communications/Marketing-  
The Current State of Social Media and the Highest ROI Strategies for Each Platform**  
*Speaker: Nick Borelli, DAHLIA + Agency*

The rules for success on social media change all the time. Learn core/high-level overview expectations users have on each major platform and the strategies you should adopt to stand out and convert. Join this session to learn the latest updates, how to read your stats, and where you can boost your ROI through social media!

11:15 am – 12:00 pm  
*Taft*

**Membership –  
How to work your pipeline**  
*Speaker: JP Moery, The Moery Company*

Most of your prospects didn't wake up this morning with "Join the Restaurant Association" on the to do list. So how do we convert these passive prospects into a closed deal?

During this session we will discuss the specific tactics to get the new member deal done more quickly. Identify the buying signals and how we get to the coveted "yes." the 10 questions you must know the answer to before the close!

12:00 pm – 1:00 pm  
*Heritage A*

**Lunch – Membership & Marketing/Communications**

12:00 pm – 3:00 pm  
*Wilson*

**CEO's –  
SRA CEO Roundtable & Working Lunch - Future of CSRA**  
*Facilitator: Bob Harris, Harris Management Group*

1:15 pm – 2:45 pm  
Taft

**Membership -  
Overcoming Sales Objections**

This session will cover topics including, but not limited to:

- Secrets to discovering a member prospects hot button
- Dramatically reducing prospect put-offs
- Raising the value of association membership
- Member retention strategies that work
- Secret to getting referrals from new members
- Why members join (psychology and philosophy)
- Benefits and optimizing the presentation
- Common objections
- Mission members
- Creating a sense of urgency

1:15 pm – 2:00 pm  
Heritage A

**Marketing & Communications -  
How to Use Influencer Marketing for your Association**  
*Speaker:* Nick Borelli, DAHLIA+ Agency

Personalization is the latest big trend in marketing. Research from Keller Fay/Experticity found that 82% of survey respondents said they were highly likely to follow a micro-influencers' recommendation. It's time to make it personal and we're here to teach you how! You'll learn how to identify influencers, why authentic collaboration is key, and the FTC legal requirements necessary to transparently take advantage of the hottest trend in marketing.

2:00 pm – 3:15 pm  
Heritage A

**Marketing & Communications –  
How to Tell and Share Your Story with Multimedia Tools**  
*Speaker:* Sarah Benoit, JB Media

In today's world of digital marketing every business and organization has the opportunity to use mobile technology to tell their story in unique, memorable, and engaging ways. Learn about some of the most common DIY multimedia tools available and explore how multimedia digital storytelling can be creative and fun, as well as effective and results-oriented. Find out how more diverse, strategic content marketing choices can increase your online success.

3:30 pm – 4:30 pm  
Skyline

**Lab: Review of Weblink and Collateral**  
*Speaker:* JP Moery, The Moery Company  
*Speaker:* Laura Alin, Weblink

**Thursday, July 26, 2018**

8:30 am – 9:30 am

*Heritage A*

**General Session**

**Networking, the new & more powerful cold call**

*Speaker:* Meredith Elliott Powell

So – you hate to network? That’s probably because you use at least one of the three traditional networking strategies that just don’t work:

- You repeat someone’s name three times like a hyperactive parrot
- You pass out business cards out like a Harrah’s blackjack dealer
- Worst of all, you’re *that guy* who rides the elevator for hours ready to spew his 30-second pitch – *That guy* is the reason people stare forward in elevators

In a world of cold calls and hard sales, building solid relationships through good networking techniques is more important than ever. People who know how to network close more deals. It’s time to take the edge of off the networking process and step out of the elevator. When Meredith leaves the stage, you will have the next generation sales skills that trump cold-calls and deliver a real return on relationship investment.

9:30 am – 12:15 pm

*Heritage A*

***CEO’s/Communications & Marketing***

**Media Training**

*Trainer:* Jess Todtfeld, Results First Training/Success in Media

9:45 am – 10:45 am

*Taft*

***Membership:***

**Overcoming Sales Objections, Part II**

10:45 am – 11:00 am

*Heritage A*

**Break**

11:00 am – 12:15 pm

*Taft*

***Membership:***

**Effective Partnership Marketing Strategies to Grow Your Network**

*Speaker:* Justin Bellame, JB Media

Explore and learn from real-world examples of creative marketing partnerships, social media cross-promotions, and influencer marketing. Learn best practices to create and execute authentic marketing campaigns by leveraging your existing relationships and

to develop new, mutually beneficial, long-term relationships. Find out how partnership marketing can grow your network and increase online engagement.

12:30 pm – 1:30 pm  
*Skyline*

**Lunch**  
**United Healthcare Update**  
*Speaker:* Kimberlee Vandervoorn

1:45 pm -3:00 pm  
*Heritage A*

**Communicate with Strength – Key Words that Enhance your Effectiveness**  
*Speaker:* Karen Purves

Got the right words? Laugh and learn in this high energy, humorous session offering the latest solutions in effective communication based on neuroscience findings. What are you saying that's causing your members – and potential visitors – to subtly feel uncooperative or defensive? Karen will tell you - and give you replacement words and phrases! Leave with an immediate, specific, action plan to talk smart, and achieve results!

3:00 pm -4:00 pm  
*Wilson*

**Social Media Lab**  
The Social Media Lab is an interactive spot that comes with the following services:

- Focused social media pods on LinkedIn, Twitter/Snapchat, and Facebook/Instagram
- Hands-on 'how to' use the platform for their personal and professional development
- All 'how-tos' will be focused on creating buzz around your event hashtag (pending) to promote the event itself
- Assist in analyzing event participant's existing profiles and how they can enhance them
- Teach new tips and tricks on how to use the new platforms
- Create #socialmedia gurus!
- Digital marketing tips and best practices
- Personal and professional branding techniques
- Practical tech tips and best practice

4:30 pm

**Depart for Dinner**

5:30 pm

**Reception & Dinner at the Biltmore**

9:00 pm

**Return to Hotel**