



ISAE Programming: Sample Sessions and Descriptions

This list is meant to provide examples and is not inclusive of all programming needs.

Contact info@isae.org with any questions.

Senior/Executive-Level

- **CEO Roundtable: Governance**
 - **Description:** Join fellow CEOs and Executive Directors in a candid discussion about governance challenges and solutions. This roundtable provides a platform to share experiences and strategies for effective board management and leadership.
- **Financial Oversight and Sustainability**
 - **Description:** Equip yourself with the knowledge to ensure your association's financial health. This session will address key aspects of financial management, including budgeting, financial reporting, and long-term sustainability planning.
- **Leadership Techniques**
 - **Description:** Enhance your leadership skills with practical techniques for managing teams and driving organizational success. This session focuses on effective communication, decision-making, and motivational strategies.
- **CEO Roundtable: Legal Oversight and Risk Mitigation**
 - **Description:** Engage with peers in a roundtable discussion on legal oversight and risk mitigation. Share insights and strategies for navigating legal challenges and protecting your association.

Entry/Junior-Level

- **Associations 101**
 - **Description:** Get a comprehensive introduction to the world of associations, covering essential topics from governance to member engagement. This session is perfect for newcomers looking to build a strong foundation in association management.
- **Membership Growth Strategies**
 - **Description:** Learn proven tactics for attracting and retaining members in this interactive session. Understand the latest trends in membership marketing and how to apply them to your association.
- **Basics of Nonprofit Financial Management**
 - **Description:** Gain a solid understanding of financial principles essential for managing a nonprofit organization. This session covers budgeting, financial statements, and financial accountability.
- **Effective Communication Skills**
 - **Description:** Develop essential communication skills to enhance your professional interactions. This session covers public speaking, writing, and interpersonal communication techniques.

Specialist

- **Events in the Association Space**
 - **Description:** Explore innovative strategies and best practices for planning and executing successful association events. Learn how to leverage event technology, enhance attendee engagement, and measure event impact.
- **Digital Marketing Strategies**
 - **Description:** Discover cutting-edge digital marketing techniques tailored for associations. This session will cover social media, email marketing, SEO, and more to help you boost your online presence and member engagement.
- **Using Data for Decision Making**
 - **Description:** Unlock the power of data to inform your association's decisions. This session will teach you how to collect, analyze, and interpret data to drive strategic initiatives and improve outcomes.
- **Advocacy within Associations**
 - **Description:** Master the art of advocacy to advance your association's mission. This session will cover lobbying, grassroots campaigns, and building relationships with policymakers.