



Tentative Agenda for MemberShift Accelerator

Learn more and register at <https://www.sarahsladek.com/sarah-sladek-events/>.

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| 12:00 – 12:30 pm ET | The End of Membership As We Know It
Gain a better understanding of how economic and demographic shifts and changing technology have altered the value of membership and decision to join. |
| 12:30 – 12:40 pm ET | Audience Poll |
| 12:40 – 1:00 pm ET | The New Membership Mindset
Delve into the defining characteristics of young professionals and the trends changing community-building and belonging. |
| 1:00 – 1:10 pm ET | Break |
| 1:10 – 1:50 pm ET | The Member-Centric Hack-a-Thon
Through a rapid paced facilitated exercise, uncover your association's obstacles to and opportunities for increased membership engagement, community-building, and growth. |
| 1:50 – 2:20 pm ET | Create a MemberShift
Sarah guides the audience through the initial process of completing a customized Membership Growth Strategy. |
| 2:20 – 2:30 pm ET | Wrap Up and Adjourn |