



# 2019 SPRING SYMPOSIUM

May 28-30, 2019 | Chicago Area  
Loews Chicago O'Hare



## The **SuperConnection** Event for Fraternal Executives

Three tracks of workshops provide valuable takeaways, and formal and informal networking activities allow attendees to further customize their educational experience!

**TRACKS:**      **COMMUNITY SERVICE**  
                      **GOVERNANCE**  
                      **GROWTH**

### Tuesday, May 28

6:00 – 7:00 pm  
Fraternal **Pep Rally\*** & Reception

Dinner on own

### Wednesday, May 29

8:00 – 9:00 am  
Coffee & Connecting

9:00 – 9:30 am  
Fraternal **Pep Rally\***

9:30 – 10:30 am  
Session #1

Break

10:45 - 11:45 am  
Session #2

11:45 – 1:00 pm  
Lunch and Networking

1:00 – 2:00 pm  
Session #3

Break

2:15 – 3:00 pm  
Session #4

3:00 – 4:15 pm  
**Brain Dates and Fraternal Incubator\*\***

4:30 pm  
Art Tour with Windy City Sponsors

Dinner on Own

### Thursday, May 30

8:00 – 9:00 am  
Coffee & Connecting

9:00 – 9:30 am  
Fraternal Pep Rally

9:30 – 10:30 am  
Session #5

Break

10:45 - 11:45 am  
Session #6  
Roundtables are back!

### *Pep Rallies\**

Fraternal Pep Rallies will help attendees celebrate and get ready to learn! An Alliance update will energize the crowd with success stories of all kinds, and then registrants will be cut loose to network or to attend the next session.

### *Fraternal Brain Dates\*\**

These popular high-octane talks with peers are back! Ten topics will be identified and promoted to attendees. Sign up in advance or onsite to have 30-minute discussions with a small group of people. After the 30 minutes are up, the next brain date starts!

### *Fraternal Incubator\*\**

One “big idea” will be explored by a small group of people. A discussion with no boundaries, no budget, etc., and led by a moderator. Attendees will sign up in advance or join the group on site.

<b>2019 Spring Symposium Tracks (Tentative)</b>
<b>Communications &amp; Community Service</b>
<i>Audience: Communications, Marketing, Fraternal, Sales,</i>
Benchmarking Member Engagement – Alliance Survey Recap
Telling Your Story to Consumers, Lawmakers and the Media
Partnering with Other Organizations in Big Ways
Social Media Activities That Work
Turning Your Chapter Leaders into Advocates and Ambassadors
<b>Governance</b>
<i>Audience: CEOs, other C Suite, Board Chairs, Members of Executive Committees</i>
Recruiting Better Board Members
Regulator Relations and Good Governance
Modifying Conventions & Adding Regional Member Events
Chapter Relations (governance-focused topics)
Acquainting Board Members with the Strategic Planning Process
<b>Growth</b>
<i>Audience: Product, IT, Sales, Finance, C Suite</i>
Rethinking Your Product Mix
Sales Force Realities and Solutions
Investing in People, Hardware and Software
Low Tech/High Tech Tools for Agents
The Economy