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## PREDICT 2024 AGENDA

### Pre-Conference - Monday, October 28

9:00 - 9:45am	Advanced MyAcumen (A)
9:00 - 9:45am	Meet Your Delivery Team (B)
9:45 - 10:30am	Advanced MyAcumen (A)
9:45 - 10:30am	Meet Your Delivery Team (B)
10:30 - 10:45am	Break
10:45 - 12:15pm	Hands-On Data Workshop (A/B)
12:15 - 1:00pm	Lunch (Onsite)

### Conference Day 1 - Monday, October 28

1:00 - 1:15pm	Conference Kickoff with Julie Sciallo, CEO, A2 (A/B)
1:15 - 2:00pm	Kickoff Session with Brian Curry - The Mentalist (A/B)
2:00 - 2:15pm	Acumen Success Stories (A/B)
2:15 - 2:30pm	Break
2:30 - 3:15pm	Mastering User Adoption: Strategies for Success (A)
2:30 - 3:15pm	Mastering Big Data: Tips and Techniques from the Pros (B)
3:15 - 4:00pm	Data Governance: The Foundation of Data-Driven Success (A)
3:15 - 4:00pm	Unleashing the Power of MyAcumen (B)
4:00 - 4:15pm	Break
4:15 - 5:00pm	First Day Closing Session: High, Low, Buffalo Panel (A/B)
5:00 - 7:00pm	Happy Hour Reception & Networking

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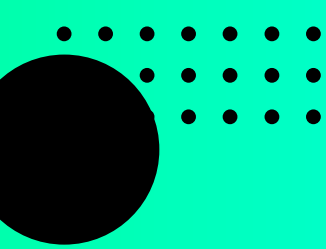
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## PREDICT 2024 AGENDA

### Conference Day 2 - Tuesday, October 29

9:00 - 9:30am	What Else A2 Can Do For You? (A/B)
9:30 - 10:15am	Choose Your Own DATAventure (A/B)
10:15 - 10:30am	Break
10:30 - 11:15am	Harness the Power of Behavioral Analytics (A)
10:30 - 11:15am	Thinking Like an Analyst: Explore Acumen for Insights (B)
11:15 - 12:00pm	Engagement 2.0: Building an Effective Member Engagement Model (A)
11:15 - 12:00pm	Platform Perks - Acumen Features You May Be Missing Out On (B)
12:00pm - 1:00pm	Lunch (Onsite)
1:00 - 1:45pm	Driving Event Success: Using Data to Boost Attendance and Content Relevance (A)
1:00 - 1:45pm	Harnessing Data and Analytics for Effective Leadership (B)
1:45 - 2:30pm	The Member Journey: Engagement and Retention (A)
1:45 - 2:30pm	Behind the Scenes: Acumen's Predictive Model (B)
2:30 - 2:45pm	Break
2:45 - 3:00pm	Acumen Success Stories (A/B)
3:00 - 3:45pm	Acumen Product Roadmap (A/B)
3:45 - 4:15pm	And the Award Goes to... (A/B)
4:15 - 4:45pm	Closing Remarks: That's a Wrap! (A/B)



# PREDICT - Day 1

## Monday, October 28, 2024



### **Main Stage Kickoff: Brian Curry - The Mentalist (A/B)**

Before we dive into a day and a half of Acumen knowledge, we'll start with some engaging deception! Mentalist Brian Curry has made a career out of analyzing behavioral data from large groups and using his findings to predict actions—much like predictive analytics. Brian will invite a few willing participants on stage to read minds, influence behavior, and identify the “secret liar” among the group. Over the past two decades, Brian has performed for major corporations like Microsoft, AT&T, and NASA just to name a few. We are thrilled to have him kick off this year's Predict with a captivating show that blurs the line between fact and fiction and is sure to stimulate your mind.

### **Main Stage: Acumen Success Stories (A/B)**

Acumen customers will present short success stories or “quick wins” using Acumen and data within their organization.

### **Concurrent Session: Mastering User Adoption: Strategies for Success (A)**

Explore the critical role of User Adoption in the success of your Acumen system. User Adoption is a concerted effort to ensure that your whole team ramps up quickly and gets the most out of Acumen. Learn the key components of a good User Adoption plan, and how to effectively have your team using Acumen to meet your goals.

### **Concurrent Session: Mastering Big Data: Tips and Techniques from the Pros (B)**

In this session, A2's product development team will share how big businesses analyze data and derive insights, using those concepts to improve development. We'll chat about how these huge players treat data analysis and pull back the curtain on the magic behind analytics (ETL processes, integrations, measures, and visuals). Finally, and most importantly, we'll discuss ways you can apply big business data tricks to your own association!

### **Concurrent Session: Data Governance: The Foundation of Data-Driven Success (A)**

Associations, like companies, should increasingly think of themselves as data organizations. Learn the steps you can take to evolve your use of data in the direction of the Amazons and Netfixes of the world. Start small and focus on what you can easily implement quickly and how you can grow the process as your needs grow. We will show you how to utilize Acumen to improve your data and subsequently improve the insights you get from your data.

# PREDICT - Day 1

## Monday, October 28, 2024

### **Concurrent Session: Unleashing the Power of MyAcumen (B)**

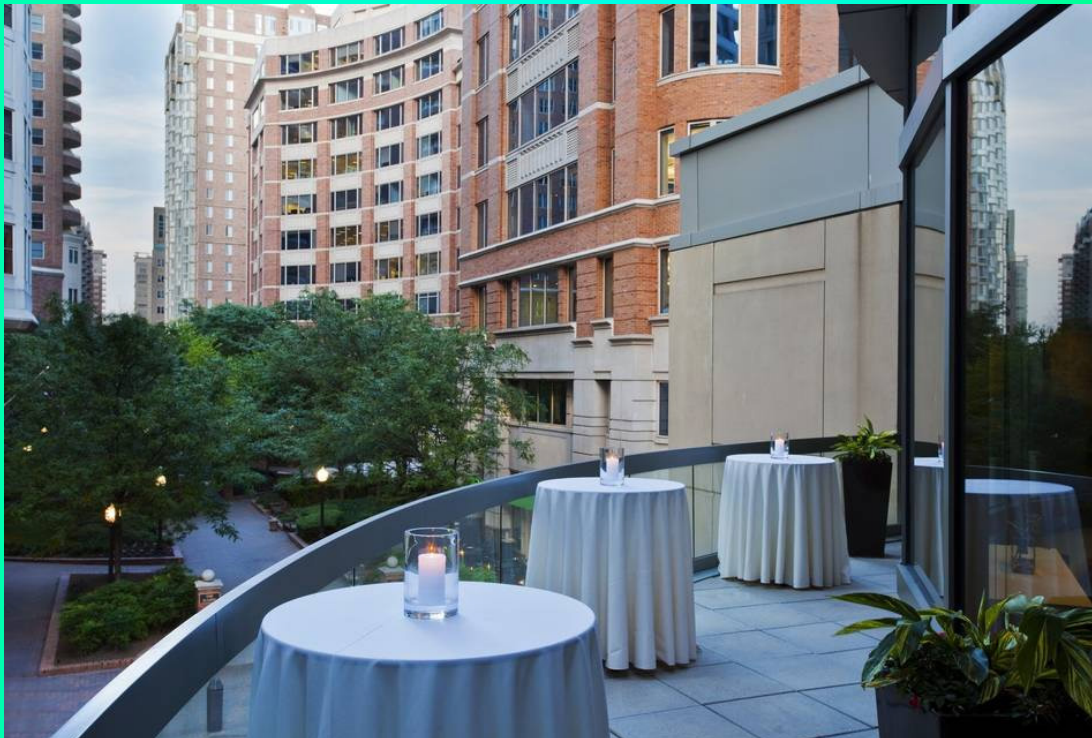
Explore advanced techniques for leveraging and customizing your workspace to suit your unique organizational needs and workflows. In this session, we'll share how you can build, store, and share fully custom visualizations and use cases showcasing how fellow Acumen customers are harnessing MyAcumen to meet their specific association's needs.

### **Main Stage Closing Session: High, Low, Buffalo Panel (A/B)**

Wondering what high, low, buffalo even means? Well, typically it's a game parents play with their kids to share the best (high), worst (low) and buffalo (anything else fun, different) part of their day. We're taking this concept to a panel of Acumen users to share the best thing, least successful or hardest thing (with lessons learned!) and coolest or most innovative thing they did this year using their data. We'll ask the audience to jump in and share your experiences as well and hope this fun session inspires you take to more chances, be more innovative and explore what's possible in the world of data!

### **Onsite Happy Hour Reception & Networking**

End the day with free drinks and food with friends. Let's unwind together and cheers to a successful year and even more promising 2025!



*The Westin Arlington outdoor patio*



# PREDICT - Day 2

## Tuesday, October 29, 2024



### **Main Stage: What Else Can A2 Do For You (A/B)**

To start our second day, we'll chat about all the ways you can leverage A2 data experts to help you meet your goals through our Professional Services offering.

### **Main Stage: Choose Your Own DATAventure (A/B)**

Get ready to embark on a data discovery journey like no other. Join us for this interactive general session where YOU take the reins! We'll dive headfirst into live Acumen data, uncovering hidden insights together, all in real time. No scripts. No set paths. Just pure, unfiltered exploration. With your input, we'll navigate through various dashboards, chasing down whatever catches our eye. Think something looks interesting? Shout it out, and we'll dive deeper. The goal is to get you excited and ready to start exploring your own Acumen dashboards for hidden gems!

### **Concurrent Session: Harness the Power of Behavioral Analytics (A)**

Not your mother's segmentation. Demographics are who we say we are, behaviors are our true selves. Lean into learning more about who your audiences are by using behaviors to drive your engagement strategies. Our team will highlight modules like Engagement, Community, and Learning to see where members are investing their time and money. We will discuss how to use behaviors to learn where members are in their journey, how to position your products to different groups, and how to use the Acumen Connector to grab those segments over and over again.

### **Concurrent Session: Thinking Like an Analyst: Explore Acumen for Insights (B)**

Only using Acumen as a reporting tool? You're missing out! Learn how to think like an analyst and turn your Acumen dashboards into actionable insights that drive real-world decisions for your association. Leave your assumptions at the door and find out what the data is really telling you. In this session, we'll share the key differences between reporting and analytics and show you how to leverage both to give your members more of what they want.

### **Concurrent Session: Building an Effective Member Engagement Model (A)**

Explore best practices for designing and implementing an engagement model that keeps members actively involved and invested in your organization. The hardest part of engagement is creating your first model. We will help you determine what model you should start with and how to measure your model so it can evolve in the future.

### **Concurrent Session: Platform Perks - Features You May Be Missing Out On (B)**

We have some recent big improvements to the Acumen experience that we feel are flying under the radar a bit. Join this session to learn about new built-in Acumen features like creating rules, setting up security roles, building task lists, and more, that are certain to elevate the impact and user experience of Acumen.



# PREDICT - Day 2

## Tuesday, October 29, 2024



### **Concurrent Session: Driving Event Success: Using Data to Boost Attendance and Content Relevance (A)**

Dig into your meetings data and other related data to understand how to position your meetings for your current audience. In this session, we'll dive into our Events, Engagement, and Community modules to show you ways to bring in new audiences and find new content opportunities. We'll also take meetings analysis a step further by creating a customized report with MyAcumen to show how you can make event dashboards more tailored to your association's needs.

### **Concurrent Session: Harnessing Data & Analytics for Effective Leadership (B)**

Modern leaders are not just visionaries but also strategic thinkers who leverage data and analytics to make informed decisions, drive innovation, and achieve organizational goals. In this session, a fellow association executive will share how leaders can use data and analytics to enhance your leadership capabilities, drive your organization towards greater success, and prepare you to lead in the digital age.

### **Concurrent Session: The Member Journey: Engagement and Retention (A)**

Elevate your membership strategies by using Acumen to figure out what your members really want. We will cover a spectrum of topics including engagement strategies, renewal metrics, and predictive analytics. Learn how to boost engagement by targeting specific demographics and focus your efforts on the members who are on the fence about renewing their membership using Acumen Predictive.

### **Concurrent Session: Behind the Scenes: Acumen's Predictive Model (B)**

Learn how the sausage is made! In this session, we'll go behind the scenes with A2 engineers to reveal how Acumen's predictive model works by leveraging XGBoost, a modern machine learning approach, and AutoML that incorporates input data from any source for optimal performance. We'll also share how Acumen Predictive aligns with association use cases that have varying member segments, goals, characteristics and our ongoing efforts for improving the model over time.

### **Main Stage: Acumen Success Stories (A/B)**

Another round of Acumen customers will present short success stories or "quick wins" using Acumen and data within their organization.

### **Main Stage: Acumen Product Roadmap (A/B)**

Hear about the exciting new features and functions being developed for Acumen!

### **Main Stage: And the Award Goes to... (A/B)**

We have some major super star Acumen users and they deserve to be recognized! We'll end Predict by presenting awards to the most deserving individuals and teams that have shown they know what it takes to leverage data and Acumen to truly make a difference within their organizations.