

# predict

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## 2022 Session Titles & Descriptions

### **Acumen User Adoption for Everyone**

User adoption planning can make or break any change project. With a self-service analytics platform like Acumen, it can mean the difference between activating the data culture your organization always dreamed of and staying stuck in your old ways of thinking. In this session we'll review practical, easy-to-implement strategies for ensuring that your team is motivated and supported in using Acumen.

### **Slice and Dice Your Way to Better Results with Acumen**

One of the most powerful parts of Acumen is its filter pane which allows users to slice and dice their data to perform deep exploration of topics. Instead of looking at some metrics at the aggregate, member-wide level, deep insights can be discovered when you start looking at your results by things like tenure, member type, demographics, event attendance, purchasing behavior, community engagement and more. Greg will show attendees the power of Acumen when filters are incorporated into analyses.

### **Treat Your Data Like an Asset**

Savvy business leaders understand that a good data strategy can be a key driver of growth and innovation. Often though, when it comes down to execution, it can feel like managing data effectively is a drain on time and energy – a liability. Data quality, validation, keeping business logic up to date, maintaining infrastructure...who has time for all of this? In this talk we will discuss why it is so important not to fall into the mindset that data is a liability and why investing your association's resources into data and analytics is a safe bet. We will discuss specific actions that you can take to make sure you are getting the most value out of your data and how Acumen can help.

### **Using Data to Create a Better Member Experience**

In this session Eric O'Connor, Chief Growth Officer for the American Association of Nurse Anesthesiology (AANA), and Dave Bornmann, A2 CMO, will talk about the ways that data can be used to help create a better member experience. Eric will share multiple real-world examples including how AANA discovered a member segment that was underserved, how they determined which products to sunset and where to invest more learning dollars, how they went from singular blast emails to personalized outreach based on activities, how they turned around an event that was underperforming and more! Eric will share some of the Acumen dashboards his team used to uncover these insights as well as some techniques he used to improve data literacy and adoption within his organization.

## **The Art and Science of Engagement Modeling**

Engagement is still the number one issue for most association professionals. We know we want to increase Engagement scores, but we're not sure where to start or how to measure it. You can build a model just by choosing activities and assigning weights. But arriving at an insightful picture of engagement that is shared by key stakeholders can be a different story. In this session we'll tackle both the art and the science of engagement modeling. We'll cover the science which is primarily calculations, rules, and formulas. But this session is primarily about the art.

- What are the goals
- What does a member's engagement score mean?
- How to choose the best activities?
- What is the right level of granularity?
- How will I use engagement scores

You'll leave the session with a new/refreshed understanding of Engagement and how to build or improve your model to drive results.

## **Acumen Success Stories**

Acumen customers will present short success stories or "wins" using Acumen and data within their organization. This session will be run panel style and will allow for participant Q & A.

## **MyAcumen Tips and Tricks**

Start Making a Difference with myAcumen, Now – myAcumen can be used to build almost any kind of report. What are some good ways to get started? In this session, we'll review tips and tricks for beginner myAcumen projects, using Acumen datasets as well as new ones!

## **30 Ideas in 30 Minutes**

This session will present 30 quick ideas that session attendees can take back to their organizations to consider implementing. These ideas will be a combination of Acumen tips in addition to broader tips related to new tools and analytic techniques. There will be time for the audience to share ideas in addition to Q&A.

## **Top 10 Ways to Ensure Success with Acumen**

The decision to buy Acumen, or any other software tool, is really a small part of what it takes to be successful. This session is inspired by our interactions with you during sales, onboarding and implementation, and support. We asked a panel of A2 experts from all different disciplines for their perspective on what it takes to be successful. The result is a list of insights and actions that you can use today. Whether you're just getting started on implementation or near the finish line with an eye toward user adoption there is something in this session for you.