



## Acumen User Conference Agenda October 26, 2022

8:00 - 8:45am	Check-in / Breakfast / Visit with Exhibitors
8:45 - 9:15am	Our Shared Analytics Journey
9:15 - 10:00am	Keynote - Reggie Henry
10:00 - 10:15am	Break & Visit with Exhibitors
10:15 - 10:35am	Acumen Academy & Community Overview
10:35 - 11:20am	Acumen Success Stories
11:20 - 11:50am	Product Roadmap
11:50am - 1:00pm	Lunch & Visit with Exhibitors
1:00 - 1:40pm	Choose Your Own Adventure Part 1 Acumen User Adoption for Everyone (Paris A) Slice and Dice Your Way to Better Results with Acumen (Paris B)
1:40 - 1:50pm	Break - Choose Your Next Session / Room
1:50 - 2:30pm	Choose Your Own Adventure Part 2 Treat Your Data Like an Asset (Paris A) Using Analytics - Create a Better Member Experience (Paris B)
2:30 - 2:50pm	Break & Visit with Exhibitors
2:50 - 3:30pm	Choose Your Own Adventure Part 3 Art & Science of Engagement Modeling (Paris A) Start Making a Difference with myAcumen (Paris B)
3:30 - 3:50pm	Break & Visit with Exhibitors
3:50 - 4:35pm	30 Tips in 30 Minutes
4:35 - 5:15pm	Awards & Prizes
5:15 - 7:00pm	Happy Hour Reception & Visit with Exhibitors

## **Main Stage: Acumen Success Stories (Paris AB)**

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.

## **Concurrent Session: Acumen User Adoption for Everyone (Paris A)**

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 your team is motivated and supported in using Acumen. Emilio Arocho, A2's Senior Director of Managed Services, will be joined by Teka K. Miller-Alston, Director of Engagement with NCACPA & an exec from the Yoga Alliance.

## **Concurrent Session: Slice and Dice Your Way to Better Results with Acumen (Paris B)**

One of the most powerful parts of Acumen is the 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 Pollack, VP of Sales with A2, will show attendees the power of Acumen when filters are incorporated into analyses.

## **Concurrent Session: Treat Your Data Like an Asset (Paris A)**

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'll discuss why it's 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 you can take to make sure you're getting the most value out of your data and how Acumen can help.

## **Concurrent Session: Using Analytics to Create a Better Member Experience (Paris B)**

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 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, 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.

## **Concurrent Session: Art & Science of Engagement Modeling (Paris A)**

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 calculations, rules, and formulas, but focus primarily on the art. You'll leave the session with a new/refreshed understanding of engagement and how to build or improve your model to drive results.

## **Concurrent Session: Start Making a Difference with myAcumen (Paris B)**

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!

## **Main Stage: 30 Tips in 30 Minutes (Paris AB)**

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.

Conference Wifi: Network Name: APTA / Password: MOVEMENT2021

Questions on implementing what you learned at Predict?

Contact your delivery team or email [customersuccess@associationanalytics.com](mailto:customersuccess@associationanalytics.com)

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