



e4 2015 Express Cafes

ORGANIZATIONAL DYNAMICS

Boomers Managing Millennials

The differing values and work styles of boomers and millennials can often result in a variety of conflicts and inefficiencies in the workplace, and there is no one-size-fits-all solution. Join Katie Bergmann, Senior Vice President for PMMI: The Association for Packaging and Processing Technologies, to discuss how boomers can more effectively manage and work with the rising number of millennials in the workforce.

Notes:

- We all need to think of ourselves as millennials, technology is not going away..get on board.
- Millennial, do what are told, creative, does well if it's her project, her way always better. Generation got their way.
- Child grew up as a partner vs submitting to parent.
- Already know it all.
- Totally feel empowered to tell boss what to do, not addressed as feedback, scolded.
- Not my job, or want more money
- Millennials do seem to tie take feedback well
- Need to set the expectation from the start/ interview
- Best referrals come from within your org
- Professional stylist, dress for job u want next
- Start time for work means get coffee on your way to work, not during work
- Come out of school thinking they paid their dues, I know as much as you

Educating the Board Annually

Association planners and executives often navigate a rotating door of new board members needing background and education regarding the dynamics of staging an annual event. Tricia A. Fechter, Deputy Executive Director at the ACPA - College Student Educators International, leads this discussion about how to better prepare new board members and ensure staff and leaders are on the same page about the complexities of staging a large-scale event.

Notes:

- BOD and membership wants destinations on rotation.
- Continually need to provide information to defend reasons to book certain cities.
- BOD members are sometimes bullies and want the perks connected to with traveling on sites.
- Dysfunctional BOD-Many Chiefs few Indians

Creating Change by Understanding Values

Everybody approaches situations based on their personal values and not necessarily what the organization or event needs, potentially posing a challenge when change is needed. Greg Bogue and Tammy Smith, Vice President of Experience Design and Director of Research Services for Maritz Travel, host this conversation about how to determine personal values at play within your organization (including your own) and then using that information to help drive change and/or transform your events.

Notes:

- How we group and target people?
- Demographics, Segmentation
- People are multilayered
- We are more than our jobs
- Test
- Different 'on ramps' into the experience (think introvert, extrovert)
- Change up the agenda...put the small interaction or recreation first...
- Redefine First timer. Some people need help getting acclimated or comfortable

"We've Always Done It That Way"

In spite of a world that praises and often badly needs continuous innovation, many organizations are hesitant to change because they perceive the old way is working well or is at least more comfortable. Jennifer Haire and Dan Sundt, the Director of Association and Conference Services for the National Center for State Courts and Chief eXperience Officer for CXO Marketing, host this café about how to nudge change-resistant organizations and stakeholders into new directions.

Notes:

Many organizations stuck in a rut.

Sometimes cost of change is a barrier - need to prove ROI. Declines in membership and event attendance.

"Every retirement presents an opportunity."

"Our members won't like that" without any evidence/data/support.

Make a timeline of changes and decision points regarding changes.

Scope of work for change plans.

Electronic posters a huge breakthrough- supported by lost revenue of taking up too much space with physical space.

Use voice of the customer feedback to support case for change.

Change the culture by "giving " away change or experimenting with new elements on small scale to prove concept value.

"From where is resistance the greatest?" Boards, cost of change vs ROI. Resistance to even asking attendees/exhibitors about changes - do it anyhow with survey monkey on the floor.

Present solutions not problems.

Disallow the phrase "We've Always Done it that Way."

"Lean Methodology" = smaller steps to get there and you'll get a lot done quickly.

The cost of no change must be greater than the cost of change - ROI.

Charge attendees for paper.

Get the Board's blessing not their input or just present it as "this is what we're doing" vs asking permission.

Knocking down "you don't understand the big picture."