



**DIGITAL
FIRST²⁴**

Conference Program

Shaping the Future of Associations
24-25 July 2024, Kingscliff

PROGRAM AT A GLANCE

Welcome to Digital First 24: Shaping the Future of Associations

In today's fast-paced world, associations must adapt to the ever-evolving technological landscape to remain competitive and relevant. The purpose of this conference is to provide associations with the tools and knowledge needed to achieve digital transformation, drive growth, and create exceptional member experience.

Set over two days, you will gain access to a variety of keynote presentations, in-depth masterclasses, and interactive workshops, along with insights into best practices for implementing digital strategies that enhance member engagement, increase revenue streams, and improve operational efficiency. From leveraging data analytics to developing effective digital marketing, this conference will cover a wide range of topics designed to empower associations to thrive in the digital age. **With over 15 CAE approved sessions, we have your professional development covered.**

Our expert speakers come from diverse backgrounds, including cyber security experts, data specialists, association strategists, and technology experts. They will share their knowledge and experiences, providing valuable insights and actionable advice that attendees can use to take their association to the next level.

Our concurrent streams are broken into three to ensure there is something for everyone. We have streams for the Association Mind, the Digital Mind and the Technology Mind. Software by our tech partners will only be shown in the Technology Stream. You can stay for the entire stream or change sessions throughout the day to maximise your attendance.

Everything associations need is here. Experts. Peers. Inspiration. Unbiased and actionable guidance. We look forward to seeing you and your team at Digital First 24 in Kingscliff this July.

Proudly presented by Causeis

PROGRAM AT A GLANCE: DAY 1 | WEDNESDAY 24 JULY 2024

| TIME | SESSION | | |
|--------------------|--|---|--|
| Stream | Plenary & Keynotes | | |
| Location | Lillie Ballroom | | |
| 0830 – 0900 | Conference registration and refreshments | | |
| 0900 – 0915 | Welcome to Country & Conference Open With Ernie Williams, Rebecca Delahaye, Causeis and Michelle Lelempsis, Causeis | | |
| 0915 – 0950 | Keynote: Be the Change With Charlotte Downes, The Diversity Agenda | | |
| 0950 – 1030 | Keynote: Embracing AI With Adam Barty, Revium & CAE Approved Session | | |
| 1030 – 1050 | Networking & morning tea | | |
| Stream | Stream 1: Association Minds | Stream 2: Digital Minds | Stream 3: Technology Minds |
| Location | Lillie | Loder | Moss |
| 1050 – 1135 | Presentation: Building Your Career in Associations: Strategies for Success With Toni Brearley, CAE, AuSAE & CAE Approved Session | Leading with Experimentation: Becoming a next-gen Association With Michelle Lelempsis, Causeis & CAE Approved Session | Tech-Demos: Accessible for your DEI & OpenWater: Grants, Applications and Abstract Management With Causeis and OpenWater |
| 1135 – 1145 | Short break | | |

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| 1145 – 1230 | Presentation: How Associations can Leverage Marketing Automation With Olena Lima, MemberBoat & CAE Approved Session | Presentation: Sending AI Quality Data, Data Management Practice With David Wiebe, Robinson Ryan & CAE Approved Session | Tech-Demo: The Causeis Launchpad powered by iMIS – The Next-Gen AMS With Michelle Lelempsis, Causeis & Rebecca Delahaye, Causeis |
| 1230 – 1315 | Networking & lunch | | |
| Stream | Stream 1: Association Minds | Stream 2: Digital Minds | Stream 3: Technology Minds |
| Location | Lillie | Loder | Moss |
| 1315 – 1500 | In-depth Masterclass: Mapping your Customer Lifecycle for Growth With Paul Ramsbottom, ASI and Michelle Lelempsis, Causeis & CAE Approved Session | In-depth Masterclass: A Beginner’s Guide to a Digital Transformation With Tammy Ven Dange, Roundbox Consulting & CAE Approved Session | In-depth iMIS Masterclass: Reporting Tools in iMIS With Ashley Hunt, Causeis and Travis Campbell, Causeis |
| 1500 – 1520 | Networking & afternoon tea | | |
| Stream | Stream 1: Association Minds | Stream 2: Digital Minds | Stream 3: Technology Minds |
| Location | Lillie | Loder | Moss |
| 1520 – 1605 | Presentation: Five things to do today to grow your association With Michelle Lelempsis, Causeis, Cody Partington, Causeis & Doug Morris, CSI & CAE Approved Session | Presentation: Driving Successful Change Initiatives: Insights With Geoff Hill, Diageo & CAE Approved Session | iMIS Workshop: The A-Z of Managing your iMIS Environment for Success With Travis Campbell, Causeis and Brandi Barber, CSI |

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| 1605 – 1615 | Short break | | |
| 1615 – 1700 | <p>Presentation: Privacy Act Overhaul: Implications for Associations and your Members With Andrew Lawrence, De.Iterate & CAE Approved Session</p> | <p>Presentation: Establishing a powerful and competitive website With Michelle Lelempsis, Causeis & CAE Approved Session</p> | <p>Presentation & Tech-Demo: Elevating Events: The Future of Hybrid and Virtual Conferences with evexus With Oliver Mathews, evexus</p> |
| 1830 – 2200 | <p>Networking Dinner – Hawaiian Night Bus transfer to and from Peppers Salt Resort departing at 6:10pm and 6:25pm Babalou, Kingscliff Beach Hotel</p> | | |

PROGRAM AT A GLANCE: DAY 2 | THURSDAY 25 JULY 2024

| TIME | SESSION | | |
|--------------------|---|--|---|
| Stream | Plenary & Keynotes | | |
| Location | Lillie Ballroom | | |
| 0830 – 0900 | Conference registration and refreshments | | |
| 0900 – 0915 | Welcome Back With Ashley Hunt, Causeis | | |
| 0915 – 1000 | Keynote: With Sarah Neill, Mys Tyler | | |
| 1000 – 1030 | Networking & morning tea | | |
| Stream | Stream 1: Association Minds | Stream 2: Digital Minds | Stream 3: Technology Minds |
| Location | Lillie | Loder | Moss |
| 1030 – 1110 | Presentation: How to Start Innovating Next Week With Oliver Matthews, evexus & CAE Approved Session | How Associations are Using AI to Engage Their Members Conor Sibley, the Chief Technology Officer (CTO) of Higher Logic | iMIS Workshop: Ask us – Bring your questions on anything iMIS related. With Ashley Hunt, Cody Partington and Travis Campbell, Causeis |
| 1110 – 1120 | Short break | | |

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| 1120 – 1200 | Presentation: Becoming a Learning Organisation in the Digital Evolution With Paul Ramsbottom, ASI & CAE Approved Session | Presentation: Cyber Risk Management Fundamentals: Building Your System With Andrew Lawrence, De.Iterate & CAE Approved Session | Tech-Demos: Clowder Mobile your App & TopClass for your Learning Management With Allison Rose, ASI |
| 1200 – 1210 | Short break | | |
| 1210 – 1245 | Presentation: Measuring Success: KPIs and Metrics for Digital Growth With Michelle Lelempsis, Causeis & CAE Approved Session | Workshop: Developing Test Plans and Documentation for your Tech With Cassandra Leckie, Causeis and Rita Vergara, Causeis & CAE Approved Session | Tech-Demo: Higher Logic: Powering your Community and Marketing Automation With Rowan Lalor, Higher Logic |
| 1245 – 1330 | Networking & lunch | | |
| 1330 – 1500 | In-depth Masterclass: Marketing Strategy & Planning for Membership Organisations With Olena Lima, MemberBoat & CAE Approved Session | In-depth Masterclass: Essentials of Project Management for your Association With Alicia Wood, Causeis and Alisha Parker, Causeis & CAE Approved Session | In-depth iMIS Masterclass: Toolkits to Automate iMIS for your Members & Staff With Travis Campbell, Causeis and Ash Hunt, Causeis |
| 1500 – 1530 | Networking & afternoon tea | | |
| Stream | Plenary & Keynotes | | |
| Location | Lillie Ballroom | | |
| 1530 – 1615 | Closing Keynote: Personal and Organisational Resilience; surviving and thriving in a volatile world. With Tanya Harding, Transurban | | |
| 1615 – 1630 | Conference Close | | |
| 1630 – 1800 | Farewell drinks on the pool terrace at Peppers Salt Resort | | |

CAE APPROVED PROVIDER

Causeis is an ASAE & AuSAE CAE Approved Provider and you will earn CAE Accreditation Points by attending Digital First 24. We've highlighted over 15 sessions that are CAE approved.



When selecting a CAE eligible course from a CAE Approved Provider, you can be confident that the course will be recognised for CAE credit as advertised. Find out more about CAE Accreditation at ASAE and AuSAE here www.ausae.org.au/cae

REGISTRATION OPTIONS

Digital First 24 will provide your association access to unprecedented sessions, three streams, and industry keynotes, all at a low price point. All registration tickets include access to all sessions, three streams, new in-depth masterclasses, workshops, and presentations set over two-days including the Hawaiian inspired networking dinner.

- **Individual Ticket:** Price \$550
- **Group of 4 (Save \$425):** \$1,650 (save \$550)

All prices are in Australian dollars, including GST.

NEED ASSISTANCE? CONTACT US

Reach out to the team at Causeis if you have any questions or need assistance with your registration via info@causeis.com.au or 1300 228 734. We are here to help. Visit the Digital First 24 website for latest information at www.causeis.com.au/digitalfirst

PRESENTED BY CAUSEIS

Digital First 24 is proudly presented by Causeis, your association's digital transformation partner.

Causeis is the most trusted and awarded digital consulting partner for associations in Asia Pacific. Combined with unmatched experience and supported by global technology solutions, we are ready to deliver your entire digital roadmap to enable your growth and member experience.

Our work improves the lives of over 300,000+ members globally across 30+ industries.

We are more than technology consultants. We live and breathe associations, as we've all worked in not-for-profits. We are the developers of the Digital Academy for Associations, and we have trained 100's associations in digital association strategy here and around the world.

We are the recipient of the Australia's Top 50 Technology Workplaces by Great Places to Work, SmartCompany Smart50 list, SmartCompany Smart50 Workplaces and ASI Global iMIS Partner of the Year for three consecutive years. Discover the Causeis difference at www.causeis.com.au



OUR TRUSTED SPEAKERS AND PARTNERS

With thanks to our industry and technology partners. We have carefully chosen who to partner with to ensure you have the best content and conference experience at Digital First 24.



Mys Tyler

Transurban



iMIS
by asi

higher
logic

TOPCLASS
LMS by WBT Systems

DIAGEO

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evexus

OpenWater



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