

2026 Regional Meeting



September 22-23, 2026

**Crowne Plaza Atlanta
Perimeter at Ravinia
Atlanta, GA**

Welcome to the AMC Institute 2026 Regional Meeting



Dear Colleague,

Welcome to Atlanta! I'm thrilled to welcome you to AMC Institute's 2026 Regional Meeting, hosted right here in the heart of the Perimeter Center at the beautifully reimagined Crowne Plaza Atlanta Perimeter at Ravinia! I hope you'll take the next couple of days to reconnect with fellow AMC professionals, dig into the great content our committee has put together, and enjoy everything this vibrant corner of Atlanta has to offer. I'd like to extend a heartfelt thank you to the committee members who helped bring regional programming back, to the AMCI staff, and to our host partners. None of this would be possible without the collective effort of so many volunteers, staff, and partners working side by side.

Lane Velayo, CAE
Partner
Synergos Association Management
Company



IHG Welcomes You to Atlanta/Dunwoody!



Welcome to the 2026 AMCI Regional Meeting!

We're thrilled to have you meet in the Atlanta area known as, "The city in a forest," due to its extensive parks and canopy of trees across the city and its immediate outlying communities. With great food, rich culture and one BUSY airport, you couldn't have picked a better place to meet in the Fall!

As your host, I'm proud to introduce our wonderful Crowne Plaza Atlanta-Perimeter hotel where you will enjoy gracious hospitality, wonderful food and an exceptional meeting experience. I will also be introducing you on Wednesday morning to a portion of our family of global brands, each with a particular focus on groups and meetings. You are here to learn, connect and explore and our team is here to ensure your time with us is both productive and enjoyable.

We look forward to being part of your AMCI experience. Welcome, and enjoy your stay!



Jennifer Sommers
Account Director, Global Sales
IHG® Hotels & Resorts

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2026 Regional Meeting

Schedule at a Glance

Tuesday, September 22, 2026

- | | |
|-----------------------|--|
| ▶ 11:00 AM – 12:00 PM | Arrivals, Hotel Check-In & Registration |
| ▶ 12:00 PM – 12:45 PM | Welcome Beverage & Lunch |
| ▶ 12:45 PM – 1:00 PM | Welcome |
| ▶ 1:00 PM – 2:00 PM | Opening Session: Ready, Set, Connect! |
| ▶ 2:00 PM – 3:00 PM | General Session: Tips & Tools for a Transformational Future |
| ▶ 3:00 PM – 3:30 PM | Networking Break |
| ▶ 3:30 PM – 4:30 PM | Concurrent Sessions |
| ▶ 4:30 PM – 5:30 PM | Reception — <i>hosted by Crowne Plaza</i> |
| ▶ 5:30 PM – 7:00 PM | Dinner — <i>hosted by GrowthZone</i> |

Wednesday, September 23, 2026

- | | |
|-----------------------|---|
| ▶ 7:30 AM – 9:30 AM | Grab & Go Breakfast & IHG Design Center Tour |
| ▶ 9:45 AM – 10:45 AM | General Session: Minute to Meaning |
| ▶ 10:45 AM – 11:45 AM | Concurrent Sessions |
| ▶ 11:45 AM – 12:30 PM | Lunch |
| ▶ 12:30 PM – 1:30 PM | Concurrent Sessions |
| ▶ 1:30 PM – 2:30 PM | Concurrent Sessions |
| ▶ 2:30 PM – 3:30 PM | Closing Session: Managing Associations |



Schedule of Events

Tuesday, September 22, 2026

11:00 AM – 12:00 PM

Lightwell Cafe

Arrivals, Hotel Check-In & Registration

12:00 PM – 12:45 PM

Lightwell Cafe

Welcome Beverage & Lunch

Food and beverage will be served at the cafe bar.

12:45 PM – 1:00 PM

Dunwoody Suite

Welcome

1:00 PM – 2:00 PM

Dunwoody Suite

Opening Session: Ready, Set, Connect!



Facilitator: Karyn Nishimura Sneath, FASAE, Synergos AMC

Some people enter a room for networking and jump in, eager to meet dozens of new friends and colleagues. Others walk in gingerly, hoping they don't look as awkward as they feel. Others hate networking events so much they don't even come in the door. Be prepared to ease into this session with a little information and then move to create a lot of connections through structured (and NOT embarrassing) activities. We will not hold hands, nor sing songs. We will not trust-fall into the arms of strangers. We WILL move, interact, and prepare for a conference full of new colleagues.

2:00 PM – 3:00 PM

Dunwoody Suite

General Session: Tips and Tools for a Transformational Future



Presenter: Gabriel Eckert, FASAE, CAE, BOMA Georgia

Gabriel Eckert, FASAE, CAE, will lead an interactive session sharing insight gained from research of dozens of nonprofit organizations. He will share easily implementable tips and tools that can be used to intentionally design a transformational future for any organization, highlighting new ways to think, communicate, create, collaborate, and more.

3:00 PM – 3:30 PM

Prefunction C

Networking Break

Tuesday, September 22, 2026 (continued)

3:30 PM – 4:30 PM Concurrent Sessions

Maplewood A

Hard Skills Get You in the Door; Mastering Soft Skills as an AMC Client Executive Ensures Success



Presenter: Bennett Napier, M.S., CAE, President/CEO, Partners in Association Management

This session will discuss best practices and examine trends to help AMC Client Executives achieve maximum effectiveness in the role, define the personal/professional line with board volunteers, and develop professional action plans.

Maplewood B

The Launch Framework: A Roadmap for Guiding Association Clients Through Non-Dues Revenue Programs



Presenter: Angela Robbins, Ph.D., MissionFuel

AMC professionals are routinely asked to guide client associations through launching a non-dues revenue program across every discipline at once: strategy, instructional design, technology selection, marketing, pricing, and board communication. This session introduces the LAUNCH Framework, a practical six-stage roadmap you can apply immediately with your own clients. Anchored in current research on the real cost of inaction, it walks through each stage, illustrated with anonymized examples. Attendees leave with a repeatable playbook and a one-page checklist for their next client conversation.

4:30 PM – 5:30 PM

La Grotta Restaurant

Reception — hosted by Crowne Plaza

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5:30 PM – 7:00 PM

La Grotta Restaurant

Dinner — hosted by GrowthZone


GROWTHZONE

Wednesday, September 23, 2026

7:30 AM – 9:30 AM

Lightwell Lobby Cafe

Grab & Go Breakfast & IHG Design Center Tour

IHG Hotels and Resorts will host breakfast and a tour of the IHG Design Center on Wednesday, September 23rd from 7:30 AM – 9:30 AM.

- **7:15 a.m.** – Grab & Go Breakfast: options for the bus available in the Lightwell Lobby Cafe
- **7:30 a.m.** – Board buses for the IHG Design Center
- **8:00–9:00 a.m.** – Dedicated time to see examples of four of IHG's group-focused hotel brands: Crowne Plaza, voco, Hotel Indigo, and Holiday Inn
- **9:00 a.m.** – Board buses to return to Crowne Plaza Perimeter at Ravinia

Please note: To keep the group together and ensure everyone arrives at the same time, please plan to take the bus to the Design Center rather than traveling on your own.

9:45 AM – 10:45 AM

Dunwoody Suite

General Session: Minute to Meaning — The Leadership Power of Intentional Curiosity



Presenter: Andy Christiansen, PCC, SHRM-CP

You know their title, responsibilities, and performance numbers, but how well do you really know the people you lead and influence? In a workplace shaped by busyness, competing priorities, and constant demands, leaders can become so focused on results that they lose sight of the people behind the work. Minute to Meaning challenges participants to move beyond transactional management and discover how intentional curiosity can reveal motivation, build trust, and strengthen relationships. Through stories, practical tools, and real-time practice, participants learn how one powerful question and one intentional minute can transform a routine interaction into a meaningful conversation.

10:45 AM – 11:45 AM Concurrent Sessions

Maplewood A

Becoming Invaluable

Presenters:



Megan Kyte
AMR Management Services



Ashleigh Roche
Association Conference Group



Jennifer Walls
Association Services Group

It takes a unique combination of skills, knowledge, and abilities to build a career in an AMC, and it can feel impossible to juggle the workload while growing. This session reveals the most important characteristics AMC owners and leaders need from their teams, plus tips for embodying those characteristics no matter your current role.

Maplewood B

Modernizing Client Events



Presenter: Molly Marsh, CMP, AMR

Millennials and Gen Z now dominate the workforce, yet many association events still follow formats set before these professionals were born. This session offers an update on event trends and participant insights, plus strategies to encourage creativity and innovation from volunteer leaders who may be hesitant to change long-standing traditions.

11:45 AM – 12:30 PM

Prefunction C

Lunch

12:30 PM – 1:30 PM Concurrent Sessions

Maplewood A

Which Hat Am I Wearing? Managing the Multiple Roles, Clients, and Expectations of AMC Work



Presenter: Jim Thompson, CAE, IOM, Try It Together Consulting

AMC professionals constantly shift between roles: board liaison, staff leader, client manager, entrepreneur, problem solver, and trusted partner. This session explores practical ways to clarify roles, manage expectations, communicate boundaries, and build trust, so you can navigate the “hat switching” of AMC work while maintaining credibility, focus, and capacity.

Maplewood B

Scope Creep Survival Guide: Spot It, Stop It, Prevent It

Presenters: Lily Davidson, MSW, SVP Association Management, Etherio & Beth Knight, CAE, Vice President-Membership, Association Solutions



Lily Davidson, MSW
SVP Association Management, Etherio



Beth Knight, CAE
VP-Membership, Association Solutions

“Just one more report.” “This will only take a minute.” Scope creep doesn’t announce itself; it accumulates through small requests that compound over time. In this interactive session, you’ll learn to identify the early warning signs, develop practical strategies to address it, and build prevention systems into your contracts and client relationships, so you can protect your team’s capacity and demonstrate value without giving it away.

1:30 PM – 2:30 PM Concurrent Sessions

Maplewood A

Creating a Trust Surplus: Strengthening Confidence Across Teams and Clients



Presenter: Linda Caradine-Poinsett, PhD, MJ, MBA, Association Management Center

Trust develops through everyday experiences. A timely update or a completed commitment strengthens confidence; missed deadlines and communication gaps accumulate like small “paper cuts,” inviting greater oversight. This interactive session explores how trust surpluses and deficits develop, why uncertainty can lead to micromanagement, and how consistent work practices strengthen confidence across teams and client portfolios.

Wednesday, September 23, 2026 (continued)

Maplewood B

Accelerating AI Thinking & Readiness at AMCs



Presenter: Rich Vallaster, CEM, QAS, AAiP, Momenive Software

This session explores how AI can support every aspect of association management companies, from daily operations to strategic decision-making. Designed as a welcoming, jargon-free space for all experience levels, it offers practical insights into AI readiness and shows how AMCs can use AI to boost efficiency, uncover deeper insights, and make smarter decisions. Expect actionable tips, live demos, and engaging moments.

2:30 PM – 3:30 PM

Dunwoody Suite

Closing Session: Managing Associations in an Ever-Changing World



Bennett Napier, M.S., CAE

Moderator | President/CEO, Partners in Association Management



Carolyn Lagermasini, CAE

Association & Conference Group



Katie Oxford, CAE

Association Services Group



Jim Thompson, CAE, IOM

Tying It Together Consulting

In this interactive panel, AMC leaders share real-world strategies for managing associations amid constant change. After brief introductions, the conversation explores practical tools and approaches AMC teams use to stay agile and effective, with moderated questions across several core areas:

- **Volunteer management, communication, and transparency** — platforms like Basecamp, Asana, and other tools that support clarity and collaboration.
- **Financial strength and stability** — key KPIs, dashboards, ratios, reserve targets, cash-flow management, and forecasting practices.
- **Workflow and capacity management** — how AMCs balance scope, team bandwidth, and operational efficiency using modern workflow tools.

If time allows, the panel closes with forward-looking "crystal ball" perspectives on the AMC landscape and one strategic tip each panelist would offer to AMC client and account executives.

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