



NEMRA22 Conference Committee

Board Members: Tim Klei, Don Henderson, Corey Collins, Matt McAuliffe, Troy Jennings

NMG Members: Tim Pratt, Chuck Oldaker, Carrie Schwabacher, Tom Click, Tom Pankratz, Joe Saganowich.



NEMRA21 - Feedback

- Incorporate the positives/successes from the virtual conference to improve the flow and provide more value to the in-person conference:
 - Having the meetings spaced apart gave members the ability to attend education/networking sessions
 - Virtual meetings/sessions provided the opportunity for more people and different parts of the organizations to participate
 - Bringing many voices of the industry together in one venue provided greater insights

NEMRA19 - Feedback

- The overarching sentiments, regarding change, in Dallas, fell into two categories:
 - The conference must be more than simply a marathon of meetings scheduled back-to-back, with no time to attend sessions.
 - Addressing the fact that the members are literally running all over the hotel from meeting to meeting due to the space and number of tower suites.

NEMRA22 – Member Priorities

- Addressing the key issues that coming back together in Dallas presents our members
 - Safety
 - Hotel Space
- Addressing the desire of our members to hold future conferences in a location other than Dallas or Orlando

NEMRA22 – NEMRA Priorities

- Ensure the safest environment for all members
- Provide the opportunity(s) to engage more members
- Improve the flow of the conference
- Provide more networking/engagement opportunities
- Minimize the need to schedule meetings during and over sessions

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- Due to Covid and how it has and will impact future gatherings/conferences, the conference committee has initiated the transformation of the in-person annual conference by:
 - Retaining key elements of the virtual platform
 - Providing a refreshed, more efficient and safer environment
 - Live streaming select sessions to engage a broader audience and more inclusivity.

NEMRA22 – KEY CHANGE

The Group Meetings (MSM's) will be hosted 3 weeks prior on NEMRA provided secure, virtual platform.

- *The reason for 3 week prior is to accommodate our members who are attending the Western NAED, which is January 17, 18 and 19.*
- We learned from the past conference, being virtual allowed for more participants and better attendance from each organization.
- Having these meetings ahead of the conference should translate into better prepped 1 on 1 meetings and more effective meetings
- Many members have expressed the need and importance of spending more time, and to have more of their team involved, in the very important One on One meetings

NEMRA22 – KEY CHANGE

One-on-one meetings will be hosted in modular suites, in the Trinity Ballroom, as an alternative to using room suites

- Modular suites can and will be positioned to ensure minimal distractions/noise
- Modular suites can be customized to size as well as how many adjacent units to accommodate simultaneous meetings
- Modular suites usher in a new, upscaled environment that improves upon the traditional pipe/drape meeting space which are undesirable, not private, not comfortable and not secure
- In addition, NEMRA will offer ala Carte options such as:
 - Hotel supplied A/V cables and cords
 - TV's
 - Whiteboard with pens
 - Pre-set breakfast and lunch options



BENEFITS

Modular Suites

- Modular suites provide a ***safer meeting environment***
 - Consistent and frequent cleaning and sanitizing service of suites throughout the day
- Modular suites ***bring and keep everyone “together”***
 - Encourages and enables networking to occur daily and throughout the conference
 - Minimizes the amount of time to get from one meeting to another
 - Maximizes the time spent in the One-on-One meetings
- Modular suites ***offer many of the same amenities/services found in a tower suite.***
 - Privacy/Security
 - Food/Beverage Service
 - Technology to present/stream meeting materials (if required)
- Modular Suites ***keep your room “private”*** and/or eliminates the need to have a separate room.



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Additional Changes

- Sofas, tables and high tops will be sprinkled in and throughout the Trinity Ballroom that will provide additional spaces for networking and prepping before and after your one-on-one meetings
- Several snack, water, and coffee stations, as we had in Orlando, will be positioned throughout the Trinity Ballroom & Foyer
 - These will be tended by staff personnel to provide white glove service, ensuring we serve our members in the most professional and safest way
- Housekeeping will be positioned throughout the Trinity Ballroom for quick in and out cleanings/refresh of modular suites between each meeting, as well as to keep common seating areas cleaned
 - This is a benefit for bringing the one on one meetings in the modular suites as it will provide better and more frequent service than to tower suite holders



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Additional Changes

- NEMRA addresses and Keynote Speaker to the front of the conference to ensure maximum participation
- Availability of (6) private rooms on Wednesday and Thursday to hold an onsite reception
 - Many have expressed and/or struggle with getting attendees or the right attendees to dinners. This option will provide them with an alternative as well as additional networking opportunities onsite. In addition to using these as a reception, these can also be used for recognizing top performers, etc.
 - This will provide the opportunity to engage with and treat all of your reps, while still leaving the option to have off-site dinners.

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Additional Changes

- 3 sessions that promise to deliver impactful, relevant content and insights that will deliver results.
 - Learn “How to deliver a stand-out presentation that leaves your audience inspired and ready to act” with Kellogg Sales Institute Professor Craig Wortmann
 - Learn how to “Unlock Innovation” with our second keynote speaker and 5-Time Tech Entrepreneur, Josh Linkner
 - Learn how you can “Charter the Course” with contractors as we facilitate a panel discussion with NECA
- Finally, to reach those members that cannot or do not normally attend NEMRA, we will offer a Live Streaming Package to engage them:
 - The President and Chair Address
 - Both Keynote Speaker Sessions
 - The Professional Development Session
 - The NECA Panel Discussion

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Meeting the Challenge

