



CAMPGROUND ASSOCIATION MANAGEMENT PROFESSIONALS

2017 FALL AGENDA 214 Martin Place, Raleigh, NC

Goals: To provide new and unique knowledge and tools for Executive Directors and their staff.

Monday, November 6th

8:30 am. – 9:00 a.m. Breakfast

9:00 a.m. – 10:00 a.m. Cyber Attacks and how to protect your association website and member - Raleigh FBI Office

10:00 a.m. – 11:00 a.m. Who's in charge? A discussion on the Executive Director / Board relationship – Bev Gruber and Jason Vaughn, PCOA

11:00 a.m. – 11:15 a.m. Break

11:15 a.m. – 12:00 p.m. CAMP Marketing Initiatives – Group Discussion

12:00 p.m. – 2:00 p.m. Lunch

2:00 p.m. – 2:45 p.m. What trends will be important next year? Five years from now?

2:45 p.m. – 3:00 p.m. Break

3:00 p.m. – 4:00 p.m. Disaster Preparedness and Reaction – Raleigh Public Relations Council

Tuesday, November 7th

9:00 a.m. – 10:00 a.m. Breakfast

10:00 a.m. – 12:00 p.m. State of the States

12:00 p.m. – 1:30 p.m. Lunch and Sponsor Remarks

1:30 p.m. – 2:30 p.m. “How to use data to sell memberships / advertising,” Larry Brownfield, KOA

2:30 p.m. – 3:00 p.m. ARVC Report, Bobby Cornwell

3:00 p.m. – 3:30 p.m. State of the States, continued

3:30 p.m. – 4:00 p.m. Board Elections / Spring Meeting Discussion / Future of CAMP

THANK THESE SPONSORS

