



COMMUNICATIONS **MEDIA**
cmma
 MANAGEMENT ASSOCIATION

The Communications Media Management Association (CMMA) is a professional association dedicated to the advancement of corporate media communications. Industry leaders representing business, education and non-profit organizations gather every fall for the CMMA National Conference where media leaders learn, share strategy, and network with colleagues to discuss leadership and technical issues. Join us September 22-25 in historic Savannah, GA for three days of dynamic content and active networking with industry colleagues at the premiere leadership event for media professionals.

Lead With Agility will provide you, the media professional, with critical tools and information to advance your leadership skills within your organization. Nationally recognized speakers and CMMA members will share experiences, stories and strategies on how to become a more agile and effective leader. CMMA vendor Partners will also introduce the latest relevant media technologies to support your business priorities. Attendees will learn how agility impacts business goals, performance and relationships, and the CMMA National Conference is the only opportunity to meet with colleagues and other industry leaders. Please register now for **Lead With Agility**. An agile leader is simply a better leader.

Learn more: www.cmma.org

KEYNOTE SPEAKER



Will Bowen

Complaint Free World: How to Stop Complaining and Start Enjoying the Life You Always Wanted

Agile teams celebrate and thrive on the diversity and unique attributes others bring to a project. When celebration turns to consternation, agility is lost as teams become mired in seemingly endless complaints. "I can't even start my work until he finishes his!" "I have an idiot for a client." "My boss doesn't have a clue."

Complaining is often simply a way to blow off steam or express frustration. But when complaints become frequent, pointed and emotional, it creates a negative environment that can be toxic to you and your teams. If complainers are allowed to go unchallenged, it can be a significant de-motivator for the positive people on your team and can lead to squabbling, poor moral, and good people leaving for better jobs.

Will Bowen has developed a tried-and-true way to spot chronic complaining, both in yourself and others, and to take simple, logical steps to change behavior, silence the complaining, and build a positive environment at work or at home.

In this presentation, CMMA conference attendees will learn:

- What's wrong with complaining?
- What are chronic complaining's destructive effects on health, relationships, and career?
- How complainers can be toxic to a team and destroy working relationships.
- What is, and isn't, a complaint?
- Five principal reasons people complain.
- How to get other people, and ourselves, to stop complaining.

Along the way, Mr. Bowen will teach us tips to demonstrate positive leadership in a negative world. Learn more about Will Bowen at cmma.org.

FEATURED SPEAKERS



Candice Brokenshire

Beyond the VOG – How To Lead and Build Trust When Coaching Your Executives

We often treat our corporate executives as deities. They've worked their way up through corporate America, or the halls of academia, to sit at the top of the ladder and lead us through the good times and bad. But what we sometimes don't realize is that these leaders are considerably outside their comfort zone in exactly the space where we as media managers are at our best: in front of a camera or a live audience.

Our executives often struggle to look and sound their best in live or recorded situations, and it's well within our expertise to help them. The challenge for us is that we may not have the comfort level to act as a coach to our CEO, CFO, or other top-level leaders. Executive Coach and Founder and CEO of Consider Starlings, Candice Brokenshire, SMC-C, CPCC, will take us "Beyond the Voice of God" and give us the tools to coach members of our executive suite toward an outstanding public-facing presence.

Following the presentation and practical exercises attendees will:

- Understand how to implement subtle changes in how we choose to "show up" that can greatly influence success: learn how to lead and be at the top of your game.
- Gain new awareness of all the roles we need to play in coaching their executive suite and the benefits of each tactic.
- Master a fresh perspective on preparing themselves and company executives for a live engagement, interview or broadcast, web clip, or print piece.
- Develop skills on how to build trust through meaningful feedback and then select which methods will work for themselves and their teams.

Learn more about Candice Brokenshire at cmma.org.

REGISTER TODAY:

CMMA.ORG/2018-NATIONAL-CONFERENCE-SAVANNAH

To register for the conference, go to: **www.eiseverywhere.com/324451** and enter your information. You will have the option to choose from several pre-conference events and to let us know if you're staying for the President's Dinner on Tuesday night.

At the end of your registration, you may also register your Significant Other (SO) for our very special SO program.

When you complete your registration, you will receive an email with a confirmation number, and a link to the DeSoto Hotel so you can book your room.

Don't delay because the special discounted room rate for the conference ends on AUGUST 31st.

Member Registration: \$995

Member Staff or Boss: \$925

Non-member Guest Registration: \$1,095

Single-day Pass: \$499

FEATURED SPEAKERS (CONTINUED)



Andy Kaufman, PMP

That's Not What I Meant!

As media managers, communications is our business. We create videos and websites and print materials and social media posts that rank in the top tier of "corporate" communications. But oftentimes our most challenging communications are the interpersonal communications with co-workers and staff.

How can we be sure that we are communicating effectively with those upon who we depend to help craft our corporate and leadership messages, and how can we spot situations where the things go sideways because of communications breakdowns?

In his presentation, "That's Not What I Meant!", Andy Kaufman, PMP, international speaker, author, and executive coach, will give us tools to identify communications challenges and create strategies to dramatically improve our ability to communicate effectively with our teams.

After participating in this session, participants will be able to:

- Identify key areas where breakdowns often occur with communication so they can be avoided.
- Describe biases that make it more difficult for people to understand each other.
- Summarize a 5-part model from neuroscience that can help communication be more effective.
- Apply a 5-step process to improve their ability to be understood.

Media Managers ARE Project Managers

Project management is the job of overseeing a project, start to finish, to ensure successful completion of the projects goals and objectives, milestones, and financial components. While all media managers manage projects, are you using tried-and-true methods, or just winging it?

Effective project management can reduce project costs, ensure a common set of objectives with your client, promote efficiency in the production process, and create a sense of common purpose among everyone involved in the project.

In his presentation, "Media Managers ARE Project Managers" Andy Kaufman, PMP, international speaker, author, and executive coach, will provide a deep-dive overview of how project management works for media managers, and provide a road-map for the effective use of project management tools and techniques.

After participating in this session, participants will be able to:

- Describe what project management is and how it relates to media managers.
- Identify key factors that cause projects to fail (and succeed).
- Explain how constraints can be used to increase focus and gain commitment.
- Summarize an easy-to-remember model to guide next steps when changes occur.
- Apply a 3-step process for managing risks (so they don't become issues).

Learn more about Andy Kaufman at **cmma.org**.

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Avid versus Final Cut versus Premier? 2K versus 4K versus 8K? On-prem asset storage or cloud? What's the best facility scheduling program? Green screen or location shoots? Ink jet versus laser print? How do I deal with FCC wireless frequency changes?

Got a technical question? CMMA has the answer: **The CMMA Technical Forum**

At the CMMA Technical Forum, part of the CMMA National Conference in Savannah in September, attendees can ask technical questions and get answers from the collective wisdom of the best of the best: our CMMA Members and Partners.

Bring your technical questions and be a part of this great dialog. We can guarantee that if you've got a technical challenge, someone in CMMA has had, and overcome, the same challenge.

Join us in Savannah for the CMMA Technical Forum, and all of the other exciting and stimulating technical, production, and leadership presentations and panel discussions. Oh, and have some fun along the way.

Do you have a "challenging" employee working for you? Do you have a new boss who doesn't understand your value to the organization? Have you been struggling with the latest freelance and contractor rules? Are you seeking new ways to motivate your staff? If so, the CMMA Leadership Forum may have the answers.

A long-standing staple of every CMMA National Conference, the CMMA Leadership Forum, formerly known as the Management Topic-Go-Round, is a safe and open environment where media managers can bring up leadership issues, concerns, and problems and get advice from the best of the best in our business. The top media leaders in the country are there to help you gain the leadership skills to tackle those pesky issues at work.

This year, the Leadership Forum will be moderated by Dick Van Deusen, who has been a leader in corporate media his entire career, and a CMMA member for 40 of those years. Intimately familiar with the challenges of leadership and management in the media industry, Dick will facilitate answers and help connect attendees with others who can help drive for success.

Learn more: www.cmma.org

FEATURED SPEAKERS (CONTINUED)



Nan Crawford

We're all faced with a daily deluge of demands and distractions. It can be understandably tempting to pull back and play it safe. How do we reconnect to an enlivened sense of innate determination? How do we stay focused on what matters most while being flexible and innovative? How do we

approach the personal, professional and planetary challenges before us with courageous creativity?

Join this energizing, interactive session to:

- Examine the key obstacles that hold us back from creating culture of authenticity and innovation.
- Learn insights from neuroscience research on creativity, improvisation, and cognitive flexibility.
- Understand the mindset that helps us act decisively in the midst of uncertainty.
- Leverage a fundamental tool of collaboration to increase empathy.
- Discover for yourself, your organizations, and your communities how to embody leadership with clarity and confidence.

Learn more about Nan Crawford at cmma.org.

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CMMA.ORG/2018-NATIONAL-CONFERENCE-SAVANNAH



The DeSoto by Sotherly

Overlooking Madison Square in the heart of Savannah's Historic District, The DeSoto is a treasured landmark blending the elegance, history, and charm of one of America's oldest cities with a generous dash of modern Southern hospitality. Warm smiles from long-tenured staff, a museum-worthy lobby art gallery showcasing the Savannah College of Art & Design, imaginative cocktails at Edgar's Proof & Provision, and farm-fresh ingredients at 1540 Room – The DeSoto is a Savannah experience to be savored and celebrated.

CMMA is offering an activity program for the significant others of members and partners. Tapping into the architecture, art, history and culture of Savannah. Significant others will enjoy tours, activities and local cuisine while the conference is in session:

- Experience the city on the Old Town Savannah bus tour.
- Attend the dynamic address by keynote speaker Will Bowen.
- Tour the iconic St. John's Cathedral.
- See the incredible Forsythe Park.
- Tour the historic Owens-Thomas House and the Jepson/Telfair Museums of Fine and Modern Art.
- Take an architectural tour of Savannah's historic district.
- Enjoy a traditional southern lunch at Mrs. Wilke's Dining Room.
- Attend the closing keynote presentation by Nan Crawford.
- And more!

The program is all inclusive for the price of \$290; however, reservations are required through the conference registration site.

Learn more: www.cmma.org

CONFERENCE AGENDA

PRE-CONFERENCE ACTIVITIES

SATURDAY, SEPTEMBER 22

Second Harvest – Volunteer event
Riverboat Tour
Prohibition Museum

SUNDAY, SEPTEMBER 23

Movie Tour
Segway tour

DAY 1 - SUNDAY, SEPTEMBER 23

1:00 pm Conference Begins
Group Exercise: The Spy Game - Led by Andy Kaufman
Featured Speaker: Andy Kaufman - That's Not What I Meant!
How to Improve Your Ability to Understand and Be Understood
Partner Sharing Session
Workshop: Andy Kaufman – Media Managers are Project Managers: Lessons to Help You Deliver
New Member Introductions
& New Member Swearing in Ceremony
6-8 pm President's Welcome Reception

DAY 2 - MONDAY, SEPTEMBER 24

8:30 am Conference Begins
Keynote Speaker: Will Bowen – Complaint Free World:
How to Stop Complaining and Start Enjoying the Life You Always Wanted
Partner Sharing Session
Leadership Forum
Networking Lunch
Member Panel: Technical Topic
Partner Sharing Session
Featured Speaker: Candice Brokenshire – Beyond the VOG:
How You Lead and Build Trust When Coaching Your Executives
5-6 pm Bijou: Content Experience Showcase

DAY 3 - TUESDAY, SEPTEMBER 25

8:30 am Conference Begins
Member Dialogue: Agility Through Systems: An Oxymoron?
Regional Meeting Planning Sessions/
Focus on Planning Metro Meetings
Partner Sharing Session
Member Business Meeting
Member Networking Lunch/Partner Business Meeting
Technical Forum
Panel: Nan Crawford, Moderator
Featured Speaker: Nan Crawford – Tools to Navigate,
Challenge, and Instigate Change
4 pm Conference Preview 2019 & Closing Remarks
5:30-10 pm President's Dinner



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