



Media managers are facing ever-evolving challenges and opportunities in technology, how our teams work, and with new expectations from clients and stakeholders. The 2023 National Conference will focus on how we can flourish through this dramatic change, evolve as thought leaders, and guide our teams and enterprises into the future.

[Register Now](#)

[Click Here](#)

FRIDAY, SEPTEMBER 29

Pre-conference Event (requires registration)

2:00 – 4:00 PM Top Golf Scottsdale

President's Welcome Reception

5:00 – 7:00 PM Rooftop Lounge,
Hilton Canopy Hotel OldTown Scottsdale



Join us at Top Golf Scottsdale on **FRIDAY AFTERNOON** for a fun time with CMMA colleagues and guests. Golf skills not required. Pre-registration required.

SATURDAY, SEPTEMBER 30

Attendee Breakfast

MORNING SESSION

The AI Revolution – Chuck Gallagher, CSP

Are you ready to unlock the full potential of AI for your business? Join us to demystify this game-changing technology and explore the possibilities it holds. Chuck Gallagher, CSP and Business Ethics expert presents live demonstrations for a firsthand look at what's possible.

President's Circle Partner Presentations

CMMA Technical Forum

This is the annual CMMA Open Forum on technology and its impact on media production. CMMA members and Partners share their challenges and triumphs

AFTERNOON SESSION

Living Your Values – Career Checkup – Jayne Williams

In a world filled with technology, are you grounded in your passion and anchored in your values? Using interactive activities, Jayne Williams, leadership development and change management expert, will guide us as we reflect on our purpose (our "Why") and what fuels us as we navigate the twists and turns in our industry.

President's Circle Partner Presentations

Panel Discussion - New Ways We Work

Member panel on team management in today's work environment, finding balance between technology, people and industry changes.

Bijou Content Experience

Always one of the annual favorite events. CMMA members will present examples of their work: Videos, websites, photography, etc. A fun, interesting atmosphere accompanied by beer, wine and movie snacks.



SUNDAY, OCTOBER 1

Attendee Breakfast

MORNING SESSION

Tour of Mayo Clinic. Facilities

Attendees will take a guided tour of the media facilities at the world-famous Mayo Clinic.

Gold Circle Partner Presentations

Transition to Leadership. – Julius E. Rhodes, SPHR

How do you transition from managing to leading? How do you create the capacity to take on a bigger role? Julius E. Rhodes, SPHR challenges us with these questions and more as we learn how to perform at the next level and how to transform yourself from a manager to a leader.

AFTERNOON SESSION

CMMA Leadership Forum

At this session, attendees can tap into the collective wisdom and expertise of the CMMA Membership. Engage in thought-provoking discussions and bring forward leadership issues for open discussion. Don't miss this extraordinary opportunity to enhance your leadership skills and gain insights to propel your career forward.

Panel Discussion – Analyzing Your Analytics

This member panel will help you hone your use of analytics. Learn what data is important to which audience and get tips on integrating data across technology platforms

Closing Event

CMMA President's Dinner and Awards Program – Arizona Museum of the West

Join us for Happy Hour and Dinner at the Museum of the West, followed by dinner, and the closing, annual awards presentation.

REGISTRATION

| | Early Bird Price (ends Aug.1) | Regular Price |
|-----------------------------|-------------------------------|---------------|
| Premium & Associate Members | \$695 | \$795 |
| New Members | \$595 | \$595 |
| Retired/Life Members | \$495 | \$495 |
| Non-Members/Guests | \$695 | \$795 |
| Partner | \$895 | \$895 |
| Virtual | \$95 | \$145 |



Conference registration includes drinks and appetizers at the Opening Reception on Friday, Breakfast and lunch on Saturday and Sunday; snacks and beverages throughout the event; beer, wine, and movie snacks at the Bijou Content Experience; and happy hour, hors d'oeuvres, drinks, and dinner at the President's Dinner on Sunday evening.

[Click here for Conference and Hotel Registration](#)

Come Early – Stay Late

CMMA has a special rate for the Canopy Hilton Old Town Scottsdale of \$239/night (normally \$317/night). Attendees may come as early as Sept. 26th and stay as late as Oct. 4th at that rate. It's a great opportunity to visit the Phoenix/Scottsdale area.