## <u>Overcoming</u> Muscle Memory

## Amy Walter

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Melissa Biele



**TABLE TOPIC:** WHAT TRENDS DO WE SEE EMERGING

optimize each channel for what it does best

digital is best for expanding our reach

optimize for both in person and digital

ask teams how they like to function

events and content - all are part of the relationship continuum - Dan Shuman

a day without an agenda

interesting correllation between employees and attendees

## **INSIGHTS FROM AMY AND MELISSA**

Get comfortable with being uncomfortable

test +

deliver content in a way that is unique to your audience

digital audience and in person are different subsets

> plan for the pivot

roadshows coming to you

shorter days

regional shows

quality not

quantity

story Craft LAB

engagement between digital and in person audiences

how do we

create

focus on team health

build in time for human connection

take it day by day

stop overscheduling attendees agree!

allow for holistic wellness

activities

