MMC+Tech
Committees were asked about the topics they would like to see presented at MMC+T this year. Here are the results.

Committees are asking for educational programming that is practical, transparent, and grounded in real association experience. There is a demand for education that addresses membership transformation, data governance, communications leadership, volunteer engagement, and organizational innovation.

The most compelling content will:

- Feature association practitioners rather than vendors alone.
- Highlight real-world implementation and lessons learned.
- Include actionable frameworks, tools, and examples.
- Showcase both successes and failures.
- Provide opportunities for hands-on application and peer learning.

Ultimately, stakeholders are seeking guidance not on what might work, but on what is already working, why it works, and how they can adapt those lessons within their own organizations.

High-Value Education and Content Priorities for MMC+Tech Conference
Executive Summary
Stakeholders consistently expressed a desire for **practical, implementation-focused education grounded in real association experiences rather than theoretical concepts or vendor-driven presentations**. Across functional areas, respondents emphasized learning from peers who have successfully navigated major organizational challenges, adopted new technologies, restructured membership models, launched innovative products, and transformed operations.

Three themes emerged repeatedly:

1. **Real-world AI implementation and governance**
2. **Membership value, engagement, and growth**
3. **Case studies and lessons learned from association leaders**

Participants want actionable strategies, proven frameworks, hands-on exercises, and candid discussions about what worked, what failed, and what organizations learned along the way.

---

1. Peer-Led Case Studies and Lessons Learned

The strongest theme across responses was the desire for more examples from associations that have successfully implemented change.

Stakeholders want opportunities to hear directly from association executives, department leaders, and practitioners about:

- Major organizational transformations
- New business models
- Revenue diversification strategies
- Membership redesign initiatives
- Technology implementations
- Governance changes
- Award-winning programs and innovations

There is particular interest in "big overhaul" stories that go beyond incremental improvements and showcase organizations that fundamentally reimagined their operations, products, services, or member value proposition.

Desired Session Formats

- Case study panels
- Lessons learned presentations
- Peer-to-peer discussions
- Executive roundtables
- Failure and recovery stories
- Implementation roadmaps

---

2. AI: From Experimentation to Practical Application

AI was the single most requested content topic, but stakeholders overwhelmingly emphasized the need to move beyond introductory discussions. Stakeholders made it clear they want to learn from associations actively doing this work rather than solely from technology vendors and consultants. Participants want practical guidance on how associations are actually building, governing, and scaling AI initiatives.

Priority AI Topics

Real Organizational Use Cases

- Internal AI programs and governance structures
- Prompt libraries and shared organizational resources
- Responsible AI implementation
- Change management approaches
- Workforce adoption strategies

Functional Applications

Communications and Marketing

- Content development
- Member engagement
- Cross-generational communications
- Managing AI-generated content risks
- Addressing AI hallucinations and accuracy concerns

Membership

- Personalization
- Retention modeling
- Predictive analytics
- Engagement strategies

Volunteer Management

- Workflow automation
- Volunteer engagement tools
- Component and chapter management applications

Finance and Operations

- Operational efficiency
- Financial forecasting
- Process automation

Supporting Topics

- AI governance
- Ethical AI use
- Intellectual property concerns
- AI bias
- Data readiness
- Data governance
- Cybersecurity, privacy and transparency

---

3. Membership Value, Engagement, and Retention

The future of membership remains a central concern across the stakeholder community. Professionals are looking for strategies that help associations demonstrate value and strengthen relationships with increasingly demanding and time-constrained members.

Key Areas of Interest

Future Membership Models

- Subscription-based approaches
- Dues restructuring
- Personalized benefits
- Tiered offerings
- Evaluating membership effectiveness

Engagement and Retention

- Retention strategies
- Engagement measurement
- Member activation
- Customized member journeys

Member Value Proposition

- Defining and communicating value
- Measuring ROI
- Leveraging technology to enhance experiences
- Balancing automation with human connection

There is strong interest in understanding how member expectations are changing in the age of AI and how associations can remain relevant and indispensable.

---

4. Data, Technology, and Digital Strategy

Stakeholders consistently highlighted the need for content focused on building smarter technology ecosystems. Rather than discussing individual platforms, respondents want guidance on creating integrated systems that support organizational goals.

Priority Topics

Learning Technology Ecosystems

- Connecting LMS, AMS, event, content, and community platforms
- Unified member experiences
- Reporting and analytics

Decentralized Technology Models

- Best-of-breed technology ecosystems
- Platform selection frameworks
- AMS evaluation and implementation

Data Strategy

- Data governance
- Data quality
- AI readiness
- Analytics and decision-making

Stakeholders consistently emphasized that strong data practices remain essential even as organizations invest more heavily in AI.

---

5. Communications, Branding, and Trust
Communications professionals are seeking a larger leadership role within associations and are increasingly expected to guide organizations through complex issues.

Desired Topics
Strategic Communications
- Communicating value
- Leading organizational change
- Brand positioning
- Messaging alignment across stakeholders

Risk and Reputation Management
- Politically divisive issues
- Crisis communications
- Transparency
- Ethical communications

Cross-Generational Engagement
- Communicating with diverse audiences
- Supporting changing workforce demographics
- Digital engagement strategies

Stakeholders also expressed interest in understanding how communications teams can help lead AI adoption and organizational transformation.

---

6. Globalization, Inclusion, and Accessibility
Global engagement continues to be an important area of focus.
Professionals want practical education around creating member experiences that work effectively across different countries, cultures, and markets.

Priority Topics
Global Membership Strategy
- Regional pricing
- International member engagement
- Localization
- Multilingual content

Accessibility and Inclusion
- Accessible technology
- Inclusive communications
- Neurodiversity considerations
- Global representation

Cross-Cultural Community Building
- Building trust across cultures
- Managing geopolitical disruption
- Balancing global consistency with local relevance

---

7. Volunteer Leadership and Governance
Stakeholders continue to seek practical strategies for strengthening volunteer engagement and governance effectiveness.

Key Areas of Interest
Volunteer Engagement
- Leadership pathways
- Volunteer recruitment
- Succession planning
- Flexible engagement models

Governance
- Board-staff-volunteer alignment
- Branding and messaging consistency
- Component and chapter governance
- Volunteer success metrics

Participants are particularly interested in moving beyond traditional participation metrics toward more meaningful measures of volunteer impact and effectiveness.

---

8. Innovation, Revenue, and Future Planning
Respondents expressed significant interest in preparing associations for long-term change and disruption.

Emerging Priority Topics
Revenue Innovation
- Non-dues revenue models
- Digital products
- New education offerings
- Product portfolio innovation

Foresight and Scenario Planning
- Future-focused thinking
- Technology scenarios
- Membership scenarios
- Strategic decision-making exercises

Small Staff Solutions
- Technology strategies
- Volunteer management
- Membership policies
- Operational efficiency

Stakeholders favor highly interactive sessions that allow participants to apply foresight and planning methodologies to real-world association challenges.