



NYPCMA Education Day
Thursday, September 26, 2024
Session Descriptions and Learning Objectives

Session I: Adaptive Leadership in a Changing Event Landscape: Thriving Amidst Transformation

Speaker: Indira Bimont, CPCC, PCC

Overview:

We'll explore the rapidly evolving world of event management and the critical role of adaptive leadership in navigating these changes. Drawing from the latest industry data, scientific research, and real-world case studies, this talk will equip event professionals with practical strategies to not only survive but thrive in a transforming industry.

Participants will journey through the current state of the events industry, delve into the neuroscience of stress and decision-making, and emerge with a toolkit of techniques for self-care, team leadership, and cultivating an innovative organizational culture. Through interactive exercises and peer-to-peer learning opportunities, attendees will immediately apply these concepts to real-world scenarios.

Learning Objectives:

By the end of this session, participants will be able to:

- Understand the current trends and changes in the event industry, supported by up-to-date statistics and case studies.
- Recognize the importance of adaptive leadership and its impact on navigating industry changes effectively.
- Identify how stress affects cognitive function and leadership capabilities, based on neuroscientific research.
- Implement at least three practical strategies for personal stress management and self-care to maintain leadership agility.
- Apply effective techniques for leading teams through change, including improved communication, feedback, and coaching methodologies.
- Develop strategies to create an organizational culture that promotes innovation, openness, and resilience in the face of industry transformation.
- Utilize interactive exercises and peer insights to address real-world challenges.



Session II: The Art of Difficult Conversations: Role Playing & Communication Tactics to Navigate Challenging Situations

Speaker: Sherron Washington, M.A.

Overview:

Conflict is an unavoidable regular occurrence in many organizations. It can be both healthy (shedding light on an issue) or detrimental (creating tension) in organizations. Regardless, problems not properly addressed do not go away; they fester and get worse, creating added stress and hurting productivity. By understanding how to effectively address negative conflict initiators like poor communication and bias, leaders can turn difficult situations into problem-solving opportunities that create an open and inclusive environment.

This interactive session will help you to assess and identify how to respond to conflict to help to build connectivity and maintain efficient communication. We'll utilize role playing exercises to practice various communication conflict responsive techniques for face-to-face, online, and written exchanges.

Learning Objectives:

- Discuss how bias, perception, and culture influence impact conflict.
- Identify and discuss conflict triggers and how to avoid them.
- Adopt various conflict response communication strategies.