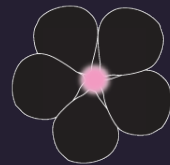


Building Community



mci *USA*



MCI USA Predicts: Association Solutions Post-Pandemic

Author: MCI USA

Date: April 15, 2020



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President



Amy Lestition Burke, MA, CAE
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Vice President



Sara Meier, M.S.Ed, CAE
Senior Vice President



Colleen Nolan, MA, MBA
Associate Vice President

A hand holding a crystal ball against a sunset background. The crystal ball reflects the sunset and the hand holding it. The background is a blurred sunset over water.

Association Solutions Post-Pandemic



The Myths



Myth #1

The strategic planning process takes a long time and the product drives multiple years of outcomes.



Myth #2

Editorial calendars and annual events *drive* content and product delivery.



Myth #3

Leadership is still earned via tenure and patience in order to progress to a chair position.



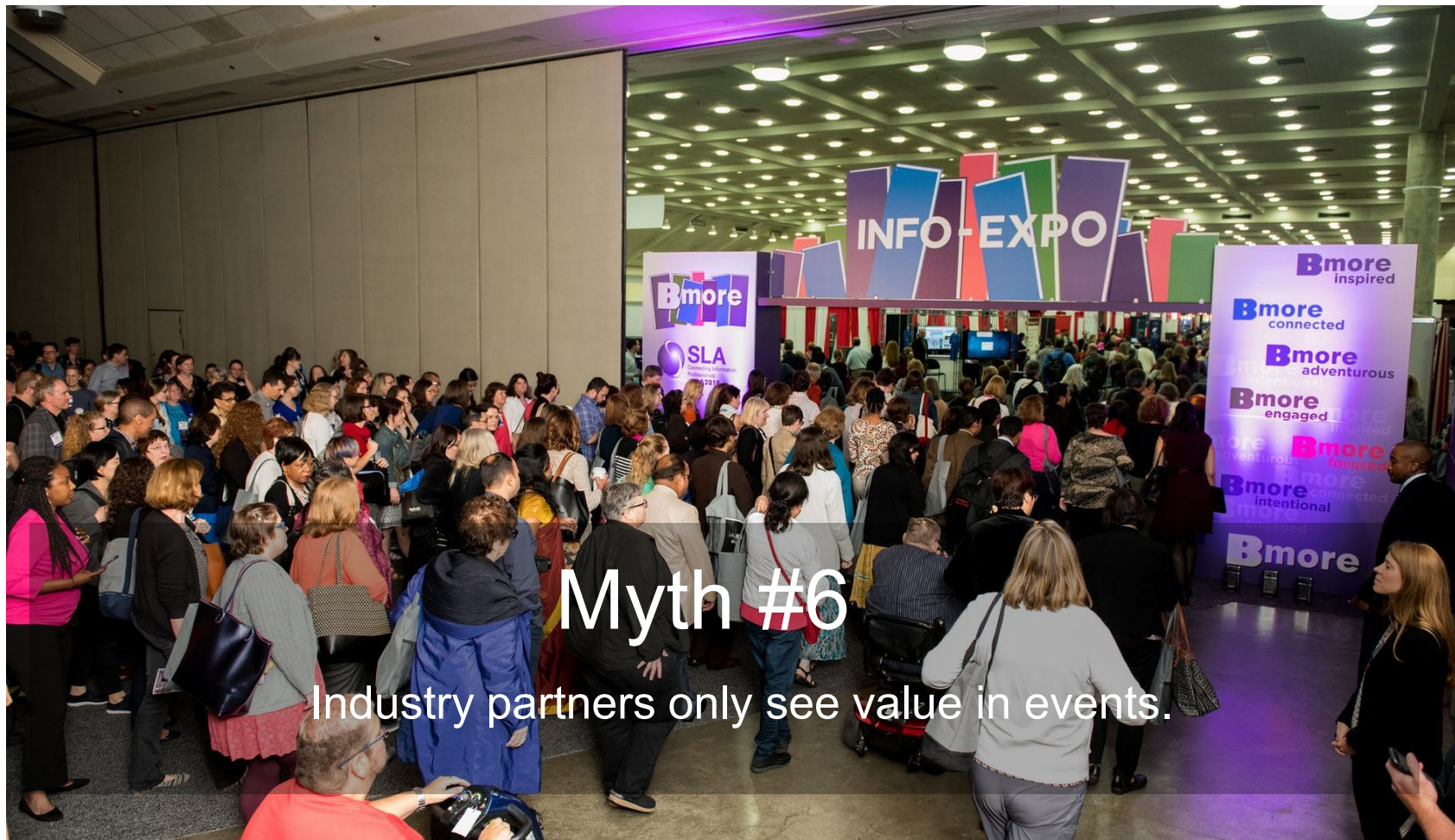
Myth #4

Member engagement is demonstrated mostly via event attendance and investment.



Myth #5

Going forward, membership will be non-existent.



Myth #6

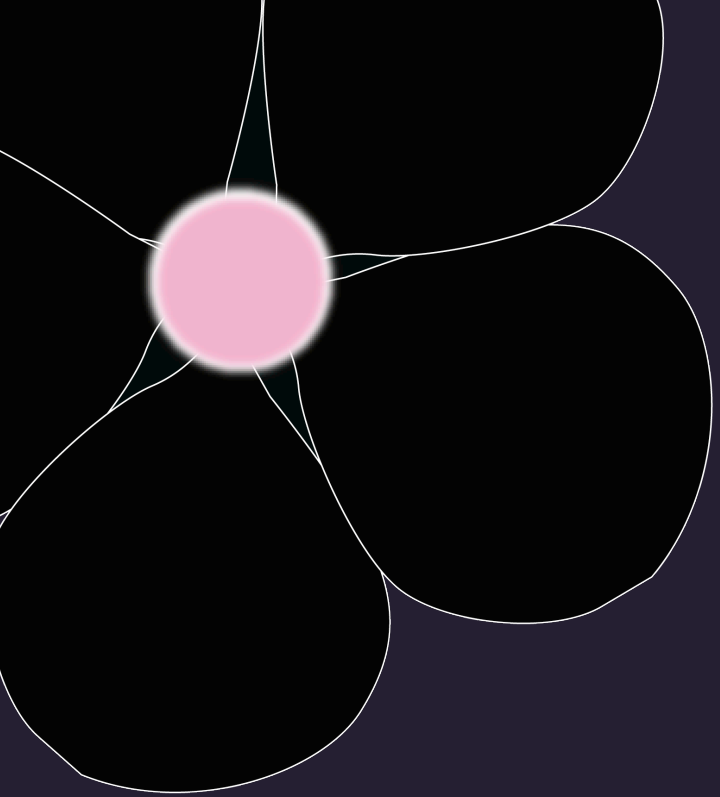
Industry partners only see value in events.



The Myths

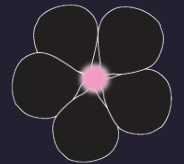
A photograph of several white paper airplanes flying in a bright blue sky with soft, white clouds. The airplanes are scattered across the frame, some in the foreground and others further away, creating a sense of movement and freedom. The overall tone is optimistic and hopeful.

The Silver Linings



Discussion & 9 Q&A

Building Community



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MCI USA Coronavirus Resources & Case Studies

[Case Studies](#)[Videos](#)[Webinars](#)[Perspectives + Possibilities](#)

Case Studies

From membership and advocacy, to virtual events and messaging, MCI USA is partnering with clients to serve and strengthen their member communities:



Virtual Events

From In-Person to Online
Collaboration



Advocacy

Money for Something



Virtual Engagement

Social Distancing, Alone Together



Thank you!

Have more questions? Contact us at:

Contact us

- | | | |
|---|---------------------|--|
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