

ARMA RLC 2018

Day/Time	Topic	Speaker(s)
Thursday 6/28/18		
7:30	Continental Breakfast	
8:00-8:30	Welcome and Ice Breaker Introductions	Region Directors
8:30-9:30	Keynote	Marie-Pier Clarke
9:30-9:45	Break	
9:45-10:45	Leadership	Ryan Zilm, President Elect ARMA
10:45-12:00	HQ strategy plan update and progress	HQ - Jocelyn Gunther, CEO ARMA
12:00-1:00	Lunch	
1:00-2:00	Recruiting, maintaining and engaging members	Anita Castora
2:00-2:45	Selling Volunteer Engagement	Tom Forsyth, Katie Phelps. Earl Rich
2:45-3:00	Break	
3:00-4:00	BOD Role Training (sharing best practices)	Region Directors & Chapter advisors
4:00-4:20	AIEF	AIEF Rep
4:20-5:20	Communications Exercise	MBH & Earl
7-10 pm VRC Social Event @ Hard Rock Cafe San Antonio Riverwalk Complimentary event for RLC attendees		
Friday 6/29/18		
7:30-8:30	Continental Breakfast	
8:30-8:40	Welcome Day 2 Announcements	Region Directors
8:40-9:00	ICRM	ICRM Rep
9:00-10:00	Collaboration Skills - Go from Good to Great, to Exceptional!	John Spencer
10:00-10:15	Break	
10:15-11:30	Using ARMA's Data & Platform	HQ - Heather Lehman, Region & Chapter Manager
11:30-1:00	Lunch	
1:00-2:00	Social Media: Tools - Creating IN-Person Community	Katie Phelps/Anita Castora/Ciro Flores
2:00-3:00	Region breakouts	Region Directors
3:00-3:15	Break	
3:15-4:15	Build your Personal Brand	Earl Rich
4:15-4:30	Wrap up	Region Directors