



UNITED WAY OF FLORIDA



TWENTY TWENTY-THREE ANNUAL STATEWIDE LEADERS CONFERENCE

06.20-22.2023


TUESDAY • JUNE 20, 2023 • DAY 1

TIME	ACTIVITY	TYPE	TOPICS	SALON/S
2:00 PM - 5:00 PM	Check-In			
3:00 PM	Session	CEO	A CEO Conversation with United Way of Florida Leadership <i>(For CEOs only)</i>	Salon III & IV
6:00 PM - 8:00 PM	Meet & Greet		Welcome Reception (all attendees)	Salon I & II

WEDNESDAY • JUNE 21, 2023 • DAY 2

8:00 AM - 9:00 AM	Networking & Breakfast			Salon I, II, III, IV
9:00 AM - 10:00 AM	Keynote Session		The Power of Philanthropy, An ALICE Conversation Greg Haile, President of Broward College	Salon I, II, III, IV
10:00 AM - 10:15 AM	BREAK			
10:15 AM - 11:45 AM	Breakout Session 1	CI MKTG OPS RD	Let's Talk About it - How to be a Part of Community Conversations That Weave Us Closer Together Social Media Myth Busting: Using Data to Drive Content Strategy Don't Let Your Strategic Plan Collect Dust... Keep it Moving! The DNA of Diversification Innovation in Affinity	Salon I, II Salon V & VI Salon VII Salon VIII
11:45 AM - 12:00 PM	BREAK			
12:00 PM - 1:15 PM	Plenary Lunch Session		Uniting Around a Clear Story: A Framework for Growth Jay Owen, Business Builders	Salon I, II, III & IV
1:15 PM - 1:30 PM	BREAK			
1:30 PM - 3:00 PM	Breakout Session 2	CI MKTG OPS RD	Intertwining Innovation into Investment - Collaborative Exchanges About the Grant Impact Process The Art & Science of Storytelling: Communications To Drive Action Who Wants More Unrestricted Revenue? The Power of Control - How to Grow Local Campaigns	Salon I, II Salon V & VI Salon VII Salon VIII
3:00 PM - 3:15 PM	BREAK			
3:15 PM - 4:30 PM	Plenary Session		Disaster Preparedness & Recovery A Moderated Panel	Salon I, II, III, IV
4:30 PM			End of Day	

THURSDAY • JUNE 22, 2023 • DAY 3

7:30 AM - 8:30 AM	Networking & Breakfast			Salon I, II, III, IV
8:30 AM - 10:00 AM	Breakout Session 3	CI MKTG OPS RD	Working Together in Times of Crisis - Interactive Discussions on Disaster Funds Impact Media Relations How to Partner with Media for Win-Win-Win Relationships Etiquette 2.0: Communication in a Hybrid/Remote Work Environment The DNA of Disaster: Fundraising Through Disaster	Salon I, II Salon V & VI Salon VII Salon VIII
10:00 AM - 10:15 AM	BREAK			
10:15 AM - 11:45 AM	Breakout Session 4	CI MKTG OPS RD	Making ALICE a Part of Your DNA - A Conversation on Integrating ALICE into Everything We Do Creating "Aha!" Moments through Meaningful Brand Experiences The Ever-Changing Workforce The DNA of CRM Automating Teamwork: Finding a CRM that Works for You	Salon I, II Salon V & VI Salon VII Salon VIII
11:45 AM - 12:30 PM	Grab 'n Go Lunch 			
1:00 PM - 2:00 PM	Innovation Stations		Innovative Ideas Poster Contest	Salon I, II, III, IV
2:00 PM - 3:00 PM	Final Plenary Session		The Publix Story with Todd Jones, CEO of Publix Super Markets	Salon I, II, III, IV
3:00 PM	Closing Comments		END OF CONFERENCE	

FRIDAY • JUNE 23, 2023 • DAY 3

9:30 AM - 2:30 PM	UWOF Board Meeting		United Way of Florida Board & CEO Meeting	Salon I, II
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