



**DIGITAL
FIRST²⁶**

Shaping the Future of Associations

March 3-4, 2026
Arlington, Virginia

AGENDA AT A GLANCE

Welcome to Digital First 26: Shaping the Future of Associations

As associations navigate rapid change, digital transformation is no longer optional - it's essential. Digital First 26 is your dedicated space to explore how technology, strategy, and innovation can come together to future-proof your association and elevate the member experience.

Held over two days in Arlington, Virginia, this year's program offers an inspiring mix of **keynote presentations, interactive masterclasses, and hands-on workshops**. You'll gain practical insights into the latest digital tools, data strategies, and engagement techniques that drive revenue growth, operational efficiency, and member satisfaction.

Whether you're exploring AI and automation, building a modern tech stack, or redesigning digital experiences, our curated sessions are designed to meet you where you are and help take your association further.

Our speakers bring expertise from across the digital landscape including **product leaders, marketing innovators, and association strategists** — all ready to share actionable advice grounded in real-world experience.

To help you personalize your experience, sessions are organized into two key streams:

- **The Association Mind** - strategy, member experience, leadership, and culture
- **The Digital & Technology Mind** - data, communications, and system optimization

Digital First 26 has been approved by **ASAE for 16 CAE credits toward the Certified Association Executive (CAE) credential**. This program aligns with ASAE's professional development standards and provides association leaders with practical, relevant learning they can apply immediately while earning valuable continuing education credits.

Everything you need is here: experts, peers, inspiration, and guidance you can act on. We can't wait to welcome you and your team to Digital First 26 in Arlington, Virginia this March. **Proudly presented by Causeis**



AGENDA DAY 1 | TUESDAY, MARCH 3

TIME	SESSION
Stream	Plenary & Keynotes
08:00 – 09:00	Conference registration and refreshments
09:00 – 09:15	<p>Conference Welcome With Brandi Barber, VP Strategic Client Success, Causeis</p> <p>Kick off Digital First 26 with an overview of the event, key themes, and how to get the most value from two days focused on shaping the future of associations.</p>
09:15 – 09:50	<p>The Future Is Now: Why Member Journeys Will Make or Break Associations With Michelle Lelempsis, CEO & Founder, Causeis</p> <p>As associations navigate rapid change, one thing is clear: member experience is no longer optional. This keynote-style session explores the forces redefining the sector and shows how mapping end-to-end member journeys enables leaders to reduce friction, increase engagement, and build resilient, future-ready associations.</p>
09:50 – 10:30	<p>Keynote: From Data Overload to Data-Driven: Transforming Member Engagement with AI and Community Platforms With Devin Timbrook, Higher Logic</p> <p>Learn how associations can move beyond collecting data to activating it—using AI and community platforms to personalize engagement, improve decision-making, and drive measurable outcomes.</p>
10:30 – 11:00	Networking & morning refreshments

Stream	Stream 1: Association Minds	Stream 2: Digital & Technology Minds
<p>11:00 – 11:50</p>	<p>Workshop: Assessing your Member Value Proposition (MVP) With Rhoni Rakos, Ellipsis Partners</p> <p>A hands-on session to help you clarify, test, and strengthen your member value proposition so it aligns with real member needs and drives retention and growth.</p>	<p>Tech-Demo: Causeis Launchpad powered by iMIS® With Brandi Barber, Causeis</p> <p>See how a preconfigured AMS designed for rapid deployment will accelerate your digital transformation, improve efficiency, and deliver better member experiences out of the box.</p>
<p>11:50 – 12:00 Short break</p>		
<p>12:00 – 12:45</p>	<p>Presentation: Celebrating your Members - Acquisition and Onboarding Journeys With Michelle Lelempsis, Causeis</p> <p>Learn how to design welcoming, engaging acquisition and onboarding journeys that build connection, confidence, and long-term member value.</p>	<p>WORKSHOP: Developing Test Plans and System Documentation for your Tech With Brandi Barber, Causeis</p> <p>Gain practical guidance on creating clear test plans and documentation that reduce risk, improve system adoption, and support long-term success.</p>
<p>12:45 – 01:30 Networking & lunch</p>		
<p>01:30 – 03:30</p>	<p>MASTERCLASS: Tools to Design a Seamless Member Experience With Olena Lima, Membership Marketing School</p> <p>Explore practical tools and frameworks for designing consistent, connected, and meaningful experiences across every digital and human touchpoint.</p>	<p>MASTERCLASS: Project Management for Association Success With Alisha Parker, Causeis</p> <p>Learn proven project management approaches tailored to associations helping you deliver digital initiatives on time, on budget, and with stakeholder buy-in.</p>
<p>03:30 – 04:00 Networking & afternoon refreshments</p>		
<p>04:00 – 05:00</p>	<p>Presentation: The Key Metrics Every Association Should Measure With Michelle Lelempsis, Causeis</p> <p>Understand the key metrics every association should track to measure performance, demonstrate value, and support smarter strategic decisions.</p>	<p>Presentation: Squeezing Automation and AI in the Gaps With Moira Edwards, Ellipsis Partners</p> <p>A lot of associations are looking at the large application of AI. But what are the useful tools and tips that you can use low-code automation and AI apps to achieve? To plug the gaps in your workflow and make workflows more efficient.</p>

AGENDA DAY 2 | WEDNESDAY, MARCH 4

TIME	SESSION
Stream	Plenary & Keynotes
08:00 – 09:00	Conference registration and refreshments
09:00 – 09:15	Welcome Back With Brandi Barber, Causeis
09:15 – 10:00	Keynote Panel: Technology Will Change – But People Will Always Matter With Brandi Barber, Causeis, Olena Lima, Membership Marketing School, & Terry Nawrot, Video Request Technology will keep evolving but successful digital transformation is ultimately a people challenge. This keynote panel explores how organizations can balance rapid technological innovation with culture, leadership, and human-centered design, ensuring change is adopted, embedded, and sustained long after launch.
10:00 – 10:45	AI Readiness for Associations: Building Smarter Member Engagement With Beau Harbin, ASI AI is no longer a future concept for associations; it's a leadership issue right now. The real question isn't whether to use AI, but whether your organization is ready to use it well. Beau Harbin in this session will cut through the hype to explain what AI readiness looks like, and how associations can turn data, automation, and insight into real member value. Using a practical three-part framework, the session shows how data strategy, intelligent automation, and continuous engagement improvement work together without requiring attendees to be technologists or data experts.
10:45 – 11:15	Networking & morning refreshments

Stream	Stream 1: Association Minds	Stream 2: Digital & Technology Minds
<p>11:15 – 11:55</p>	<p>Presentation: How Video Can Transform Your Association: Stories of Success With Terry Nawrot, Video Request</p> <p>See real-world examples of how video storytelling can boost engagement, strengthen brand trust, and bring your association’s impact to life.</p>	<p>Workshop and Training: Better Emails, Happier Members - Creating Modern Templates With Brandi Barber, Causeis</p> <p>Create polished, on-brand emails that engage members and save your team time, on any platform. In this workshop, you’ll learn how modern email templates make it easy to design, personalize, and deliver better communications that your members actually want to read.</p>
<p>11:55 – 12:05</p>	<p>Short break</p>	
<p>12:05 – 12:45</p>	<p>Presentation: Member Engagement Scoring and Strategies With Michelle Lelempsis, Causeis</p> <p>Explore how to measure engagement meaningfully and apply scoring models to identify at-risk members and personalize outreach strategies.</p>	<p>Workshop and Training: Level Up Your Events with iMIS - Enhancing the User Experience with Smarter Event Tools With Brandi Barber, Causeis</p> <p>This session will explore practical ways to improve your event offerings, from smarter registration and to post-event insights that help you deliver more value every time.</p>
<p>12:45 – 1:30</p>	<p>Networking & lunch</p>	

Stream	Stream 1: Association Minds	Stream 2: Digital & Technology Minds
<p>1:30 – 2:15</p>	<p>Presentation: Moving from SEO to AEO websites With Michelle Lelempsis, Causeis</p> <p>Understand how search is evolving and what associations must do to optimize content for AI-driven discovery, answers, and engagement.</p>	<p>Workshop and Training: iMIS Insights That Lead - Reporting & Dashboards for Association Decision-Makers With Brandi Barber, Causeis</p> <p>This hands on iMIS session will explore how modern reporting and dashboards can turn your data into actionable intelligence helping associations make smarter, faster decisions with confidence.</p>
<p>2:15 – 2:25</p>	<p>Short break</p>	
<p>2:25 – 3:30</p>	<p>In-depth Session: Marketing on a Limited Budget With Olena Lima, Membership Marketing School</p> <p>Learn practical, low-cost marketing strategies that help associations increase visibility, engagement, and impact even with limited resources.</p>	<p>Workshop and Training: Work Smarter with iMIS - Streamlining Operations Through Process Automation With Brandi Barber, Causeis</p> <p>In this session, discover how iMIS Process Automation can simplify workflows, reduce errors, and free up staff time allowing your organization to deliver faster, more consistent user experiences.</p>
<p>3:30 – 4:00</p>	<p>Networking & afternoon refreshments</p>	
<p>4:00 – 4:30</p>	<p>Conference Close With Michelle Lelempsis, Causeis</p> <p>Wrap up the event with key insights, reflections, and the next practical steps to take back to your association and apply immediately.</p>	

Certified Association Executive (CAE) Credits

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REGISTRATION OPTIONS

Single Conference Ticket:

Price: \$195 regular

Group Ticket Packages:

Bring your team and save big—more people, more value.

Group of 3: Buy 2, get 1 FREE

Price: \$390 (save \$195) regular

Group of 5: Buy 3, get 2 FREE

Price: \$585 (save \$390) regular

Digital First 26: Ticket includes

- Full access to both conference days
- All keynote sessions, presentations, and workshops
- Access to expert-led masterclasses
- Conference materials and post-event resources

All prices are in US dollars.

NEED ASSISTANCE? CONTACT US

Reach out to the team at Causeis if you have any questions or need assistance with your registration via info@causeis.com. We are here to help. Visit the Digital First 26 website for latest information at causeis.com/df

OUR TRUSTED SPEAKERS AND PARTNERS

With thanks to our industry and technology partners. We have carefully chosen who to partner with to ensure you have the best content and conference experience at Digital First 26.



PRESENTED BY CAUSEIS

Digital First 26 is proudly presented by Causeis - the leading digital transformation partner for associations.

Causeis is the most trusted and awarded digital consulting partner for associations globally. We've helped transform the digital presence and operations of over 80 industry associations, improving the experience of more than 600,000 members.

As the creators of the Causeis Launchpad powered by iMIS®, we offer the only go-to-market, preconfigured Association Management System (AMS) – purpose-built with new functionality and strategic insight to drive your association's growth today and into the future.

We're also the proud founders of the Digital Academy for Associations, delivering training and capability building in digital strategy and transformation to more than 200 associations. Discover how Causeis can support your digital future at causeis.com.

Our industry leadership has been recognized with:

- ASI Global iMIS Partner of the Year 2020, 2021, 2022, & 2024
- Certified Great Place to Work 2023, 2024, & 2025
- Australia's Top 50 Technology Workplaces and Top 100 Workplace by Great Places to Work
- SmartCompany Smart50 recognizing fast growing and innovative businesses 2022, 2023, 2024, & 2025

Join us at Digital First 26 and experience how Causeis is redefining associations. Discover more at causeis.com

