



## **2017 Conference Keynote Recap**

### **Hilton Downton Nashville - September 25 & 26**

Nearly 300 private club membership and marketing professionals came together for two outstanding days of information, education and networking opportunities. Below you will find a recap of our keynote presentations...

We began the day with a session focused on not being afraid to MARKET BIG! Jeff McFadden of Philadelphia's Union League Club shared the best practices behind how they achieved and now sustain their status at the #1 city club in America. He talked about how today's members and potential members crave experiences over things, and services over goods. He stressed the importance of MOMENTUM MARKETING, which means we should be leading and influencing to cause change, initiate improvements, stimulate energy, and cultivate culture.

Next, generational expert, Amy Lynch, shared "CLUES" for marketing with generational intelligence. She stressed the importance of looking at generations as MINDSETS, rather than a box people are grouped into. She explained in great detail strategies for marketing and selling to each generation. For example, when engaging a Boomer, sell to them in the context of activity and vibrancy because, "THEY AREN'T DONE YET."

During our session on the importance of STORYTELLING to drive leads and engagement, Ed Heil shared real examples of clubs successfully applying the components of an impactful story; which are a compelling character, a rising action, a climax, a falling action and a resolution. He highlighted that a great story must make people feel something. And, he noted that we should all remember, WHEN PEOPLE SAY THEY'RE NOT INTERESTED, THEY'RE SAYING YOU'RE NOT INTERESTING.

We rounded out the day learning that the only option we have left, that our competitors can't steal, is to be the FRONTIER: the best in class, the one everyone is chasing, the industry disruptor! Our members and prospective members are faced with an EXPLOSION OF CHOICE. To be their choice, we must have a meaningful differentiated PROMISE that is clearly communicated and CONSISTENLY KEPT.