

2018 Annual Conference - Topic Descriptions By Day

NOTE: SUBJECT TO CHANGE BEFORE THE END OF OCTOBER

Wednesday, November 7					
Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Leadership & Team	Meet the National Office Staff	Introductions by all National Office Staff and review of the upcoming week			
Leadership & Team	Welcome to GiGi's Playhouse - Tour of the GiGi's Playhouse National Office	Welcome to Conference! Enjoy your guided tour of the GiGi's Playhouse National Office by Chief Belief Officer, Founder and GiGi's Mom, Nancy Gianni!			
Leadership & Team	The Role of the Playhouse Staff	Deep dive into the roles and responsibilities of the Playhouse staff, including a review of a typical day in the life and managing competing priorities.			
Technology & Daily Operations	Salesforce Basics	Starting with a review of Salesforce functions, this session will incorporate a Q&A to address your most pressing needs			
Technology & Daily Operations	Donation Processing	Donation processing is a vital function for every Playhouse, and must follow strict procedures for organizational consistency. This session will be a review of the lifecycle of a donation complete with Q&A.			
Technology & Daily Operations	Basic Technology Q&A	Quick brush-up and Q&A on Sharepoint, Yammer, Outlook and Zen Desk			
Programs & Volunteers	GiGi FIT	Get your blood pumping and join our GiGi U students as they demonstrate our newest signature program, GiGi FIT			
Programs & Volunteers	Program & Volunteer Q&A	Bring your questions regarding programming and volunteer management!			
Marketing & Community	Delivering the GiGi's Playhouse Brand	Become a champion in the delivery of the GiGi's Playhouse Brand through an interactive session			

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Thursday, November 8					
Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Leadership & Team	Staff Roundtable - Small & Medium Playhouses	Share thoughts and perspectives with your peers in a playhouse serving a similar sized market to your own.			
Leadership & Team	Staff Roundtable - Large Playhouses	Share thoughts and perspectives with your peers in a playhouse serving a similar sized market to your own.			
Leadership & Team	Staff Roundtable - Mega Playhouses	Share thoughts and perspectives with your peers in a playhouse serving a similar sized market to your own.			
Leadership & Team	Executive Director Roundtable	Executive Directors and Site Directors have responsibilities that expand the operational aspects of the playhouse. They manage staff, may serve multiple locations, and have a broad scope of responsibility. Come share thoughts, practices and insights with your peers!			
Technology & Daily Operations	Basic Reporting in Salesforce	Let's get back to basics for a better understanding of basic principles of Salesforce Reporting. Brush up on your basic skills to prepare to taking your reporting to the next level!			
Technology & Daily Operations	Advanced Reporting in Salesforce	Are you ready to take your reporting skills to the next level? This session will take you into cross filters, grouping, sorting and more!			
Technology & Daily Operations	Data Integrity - Basics	Find ways to perform ongoing cleanup of your event data, donations and donor data and more! NOTE: Separate focus for program coordinators with a focus on program and family data.			
Technology & Daily Operations	Data Integrity - Advanced	Already performed all the basic data clean-up functions? We'll introduce more advanced strategies to help you utilize your database for more advanced functions.			
Technology & Daily Operations	Batching and Acknowledging with Grid Buddy				
Technology & Daily Operations	Electronic check-in	From behavioral strategies to technical tips, we'll help you maximize adoption and accuracy of your check-ins for participants and volunteers, including new features of the checkin app.			
Programs & Volunteers	Destination Discovery Deep Dive	Explore our Signature Therapeutic-based program Destination Discovery with a deep dive into the program while interacting with materials and participants.			

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Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Programs & Volunteers	Volunteer Motivation and Recognition ideas	How are you keeping your volunteers excited and engaged in your Playhouse? Let's discuss resources and ideas for communicating, supporting and recognizing our volunteers!			
Programs & Volunteers	Program Enrollments and Outcome Tracking	From properly preparing your Playhouse Record in Salesforce, to creating sessions, to Smart Links for enrollments, to the Program Outcome Dashboard, you'll optimize all these functions and more!			
Programs & Volunteers	Programs Roundtable - Open Q&A	Whether you want to share new program suggestions, need help with volunteer engagement or want to share recent successes with LMNOP, come and share!			
Marketing & Community	Social Media	The social media landscape has drastically changed in the last year. This session provides critical information to remain relevant and gain the much needed exposure your playhouse needs to make an impact across multiple social media platforms.			
Marketing & Community	Anatomy of a Newsletter and Blog Workflow	Key messaging and design elements will optimize your newsletter for higher engagement. We will also identify key performance indicators to monitor and improve newsletter performance and review a timeline template of content topics to help keep your blog posts relevant throughout the year.			

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Friday, November 9					
Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Leadership & Team	GiGi's Circles of Excellence	As we set up our organization for greater success as we grow, we have built clear baseline expectations all the way through what it means to be a Center of Excellence for other locations to follow. Come learn the new standards and how you can build a path toward continuous improvements!			
Leadership & Team	President's Roundtable: Medium and Small Markets	Presidents are the central point of contact to provide a pulse on overall Playhouse health and sustainability. How can we more effectively serve you, and how can we help you better share insights and strategies?			
Leadership & Team	President's Roundtable: Large and Mega Markets	Presidents are the central point of contact to provide a pulse on overall Playhouse health and sustainability. How can we more effectively serve you, and how can we help you better share insights and strategies?			
Leadership & Team	Startup Roundtable: Phase 3	Grand Opening planning; securing donations for playhouse buildout, program setup and life after your opening.			
Leadership & Team	HR Topic TBD from Insperity				
Leadership & Team	Board Committees - Successes and Overcoming Challenges	Have you been wanting to build committees into your board structure, but it's just not happening? Learn from some of your peers on what they have found to work, and how they've overcome stumbling blocks.			
Technology & Daily Operations	Operations Roundtable	Both a strategic and introspective tactical session, we'll utilize a panel format to review the Operations Circle of Excellence, including playhouse setup, health & safety, and the use of Emergency Volunteers. You'll be able to self-assess your playhouse and share best practices. Walk away with a plan to achieve excellence in Playhouse Daily Operations!			
Programs & Volunteers	Behavior Strategies (offered Fri and Sat)	Focusing on relationships, the positive, and the strengths of individuals with Down syndrome to help choose and utilize the best behavior strategies.			
Programs & Volunteers	Excellence in Program Execution	Learn about our plethora of national program resources available, the best way to use them, share your best practices and learn from your peers. We will also review the Program Circle of Excellence and conduct Q&A			

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Programs & Volunteers	The Volunteer Funnel - From Interest to Action	How can we ensure we are striking while the iron is hot? Let's discuss how to engage volunteers and ensure we are turning their interest of volunteering into action!			
Programs & Volunteers	Aging and Cognition Changes in Adults - Program Strategies to Maximize Impact	Learn new strategies for supporting adult participants across programs and in activities of daily living thorough executive functioning activities and providing compensatory strategies to promote independence and success at home, in the workplace, etc. to help combat the dementia and memory loss.			
Programs & Volunteers	Literacy 2.0 - Lesson Planning Made Easy	Are your tutors finding it difficult to pull all of the literacy tools together to create a comprehensive lesson plan each week? Join us to learn how to use our new Literacy Lesson Planning tool that will make it easy!! We will create lesson plans for all three levels of literacy.			
Programs & Volunteers	Math 2.0 - Math Online	Our math resources are now fully loaded. Join us today for a complete on-line demonstration! We will also create lesson plans for each level and demonstrate some of the activities.			
Fundraising and Events	Foundation Panel	Learn the insider scoop on fundraising from experts in the industry. Foundation staff will share valuable insight on how to write successful grants and secure new funders for your playhouse. Bring your questions!			
Fundraising and Events	Development and Marketing Partnership	Learn how these 2 distinct disciplines should work seamlessly together to share a consistent message and increase revenue for your playhouse			
Fundraising and Events	Special Events	We know some events are more profitable than others, and some have a better return on our efforts than others. In this roundtable, we'll share the key success factors from the most profitable and productive events from across the network.			
Fundraising and Events	#Giving Tuesday and End of Year Giving Strategies	Roundtable session to discuss strategies for making Giving Tuesday and Year-End giving a success.			
Marketing & Community	You are Generation G	We are at a critical pivot point to further our mission for global acceptance. This session will expand our current GenG philosophy to inspire and motivate our GiGi's network.			



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Marketing & Community	Generation G in Action	21 tangible ways to execute Generation G every week! Participants will recognize all the ways GenG is a part of your life, your family, your Playhouse, your community and our entire network.			
Marketing & Community	Perfecting your Online Presence - Your other front door	Tips and Tricks about keeping your website up-to-date and the importance of it.			
Financial Health	Accounting Guidance Update	New accounting guidance effective in 2018 and future years			
Financial Health	Monthly Finance processing without the stress (Part I)	run through all finance workflows, discuss the problem areas, and work with all to show all to have their monthly accounting process completed without stress			

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Saturday, November 10					
Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Leadership & Team	State of the Business	Review progress on our goals for the current year and where we're headed for 2019! Session also includes short speech from an adult self-advocate.			
Leadership & Team	Keynote Speaker	Keynote address			
Leadership & Team	Startup Roundtable: Phases 1&2	Building and refining your team, Marketing GiGi's Playhouse; getting the word out there in the community; sustainable and efficient fundraising strategies.			
Leadership & Team	Managing Operational and Financial Risks	The larger we grow as an organization, the more likely we are to undergo a host of operational and financial risks, from injuries to theft, and everything in between. Come build awareness of our biggest areas of exposure and how to protect yourself.			
Leadership & Team	GiGi's Playhouse 101 - An Orientation for Early Stage Startups, New Board Members and New Staff	If you have never attended a GiGi's Orientation, this is your chance to learn about key messaging, the GiGi's program framework, and some Down syndrome basics, so you can be comfortable advocating for GiGi's!			
Leadership & Team	Board Evolution and Role Transitions	Over the course of the life of a Playhouse, the needs change as a result of growing your reach and your program offerings. We'll explore how you can ensure your board and staff are evolving to manage through those changes.			
Leadership & Team	Staffing Structures for Growth	Staffing is not a one-size-fits-all solution. The board dynamics, available funding and breakdown of skills can mean different structures for different locations. In this panel, we'll share insights from a variety of different staff structures			
Leadership & Team	The Making of a Center of Excellence	How does your Playhouse measure along the path toward a Center of Excellence? In this workshop, you'll self-assess the experience of your families, donors, volunteers, community members, staff and peer locations, and build a path toward continuous improvement.			
Programs & Volunteers	Behavior Strategies (offered Fri and Sat)	Focusing on relationships, the positive, and the strengths of individuals with Down syndrome to help choose and utilize the best behavior strategies.			
Programs & Volunteers	GiGiFIT Deep Dive & Demo	Join us as we take a look at the newest Signature Therapeutic-based program, GiGiFIT, materials and resources and learn how to begin the program at your location.			

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Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Programs & Volunteers	Fitness Roundtable Q&A	Let's discuss the transition and pairing of specialty therapeutic-based fitness programs and the partnership of our newest Signature Therapeutic-based program, GiGiFIT.			
Programs & Volunteers	Helping parents to advocate for proper Speech Therapy resources for their child	Explore why Speech Therapy is critical for individuals with Down syndrome and how to help parents advocate for their children with insights from therapists of the Amina Grace Speech & Language program who work exclusively with individuals with Down syndrome.			
Programs & Volunteers	GiGiU and GiGiPrep - Launching the Programs at Your Playhouse	What does it take to launch GiGiU and/or GiGiPrep and successfully run it at your Playhouse? We'll review planning & budget, marketing the program, recruitment & selection and program curricula.			
Programs & Volunteers	Career Development Materials & Certification Demo	Take a peek at how an intern in the career development studio program gains a variety of work-related certifications.			
Fundraising and Events	Fundraising Strategies from GiGi's Most Successful Fundraisers	Learn from the leaders! Some people and some locations just seem to be able to have it easy raising the big bucks. What's their secret?			
Fundraising and Events	The Grant Lifecycle: From Start to Finish	Start and maintain this powerful engine! Create long-term financial stability for your playhouse by owning the entire grant writing process – from research, through grant writing, through securing and cultivating multi-year donors.			
Fundraising and Events	Peer to Peer Fundraising	This relatively new and untapped resource for your Playhouse might be just what you need to increase your revenue.			
Fundraising and Events	Expanding Your Donor Circle	Are you a transactional fundraiser or a relational fundraiser? Both can get you revenue, but one will lead to a sustainable donor who will help share your story and bring you more donors			
Marketing & Community	Marketing vs. Advertising vs. Public Relations	Actionable take-aways...			
Marketing & Community	National Marketing Team Panel Q&A	Open discussion on all things marketing with the National Marketing Team, including your 2019 marketing package			



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Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Marketing & Community	Marketing the GiGi's messages through Storytelling	Telling stories is the most effective way to get your messages across. We tell stories in many ways besides verbally. Your online presence, the feeling you get when you walk in the door of a Playhouse, and the vibe of an event also tell a story about what you do and how you serve your constituents.			
Financial Health	Treasurer's Roundtable	How can the Inc Accounts more effectively serve you, and how can we help you better share insights and strategies? Also, this will give all Treasurer's a chance to meet and discuss what is working and ideas to make it work with other Treasurers			
Financial Health	How to complete the tax organizer	This session will examine the questions and purpose behind the inquiries listed on the tax organizer. We will compare the data to how the responses are reported on the tax return. Discussion will include particular areas the IRS looks at upon examination.			
Financial Health	Monthly Finance processing without the stress (Part II)	run through all finance workflows, discuss the problem areas, and work with all to show all to have their monthly accounting process completed without stress			



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Sunday, November 11					
Core Theme	Topic	Topic Description	Speaker(s)	Breakout #	Room
Leadership & Team	2019 Planning Workshop	Facilitated planning session to take what you've learned from the conference weekend along with your other ideas for 2019 and beyond and craft a plan alongside your team members.	Kim Hanna and the National Office Leadership Team		