

AGENDA

**2019 Northeastern Sub-Conference
August 6-7, 2019**

AAA Western and Central New York



TUESDAY, AUGUST 6

8:00-8:15 AM:

Attendees arrive at AAA Western and Central New York

100 International Drive, Amherst NY 14221

Coffee and light breakfast items provided

8:30-8:45 AM:

Welcome

Tae Kim, Chief Operating Officer

AAA Western and Central New York



8:45-9:15 AM:

Key Initiatives at the Federation Level

Candice Seiger, Executive Director, Strategy & Insights

AAA National

9:15-10:00 AM:

Share Learnings: What's Working?

Membership Marketing Group Discussion

Facilitator: Laura Wahler, Senior Marketing Manager

AAA Western and Central New York

- **Acquisition: Direct Mail Tests and Results**
- **Renewal and Retention: Email/SMS/Personalized Statements**

10:00-10:15 AM:

Break

During this break, please test the "Greece Waiting Experience" demo.

A URL will be provided.

10:15 AM-12:00 PM:

Conversation Topic: Content Sharing Opportunities

Facilitator: Laura Wahler

- **Greece Branch Concept** Jennifer Fidanza, Director of Sales
AAA Western and Central New York
- **Brand Campaign/New Video Production** Jane McGrath, Senior Creative & Design Manager, AAA Western and Central New York
- **"Your AAA"** Andrew Rosen, VP Brand & Content Marketing
AAA Northeast
- **ACE Hybrid Membership Spot** Patrick Markovsky, Marketing Manager -
Membership, ACE
- **Social Media**
- **Club Pubs**

12:00-1:00 PM:

Summer BBQ at WCNY

Hosted by Tony Spada, President & CEO

AAA Western and Central New York



1:15-2:00 PM:

Share Learnings: AAA Northeast Digital

Mark Pelletier, Vice President, eBusiness, AAA Northeast

2:00-2:30 PM:

Share Learnings: Digital Strategy and Attribution

Patrick Markovsky, Marketing Manager - Membership, ACE

2:30-3:00 PM:

Conversation Topic: Outlining Key Customer Journeys

Facilitators: Laura Wahler & Drew Burget

AAA Western and Central New York

- Automated Emails
- Trigger

3:00-3:15 PM:

Break

3:15-4:15 PM:

Conversation Topic: Digital Collaboration Opportunities

Facilitator: Drew Burget, Director of eCommerce

AAA Western and Central New York

- Relay/SMS Messaging
- Website Code and Development Sharing
- Paid Search/Cardinal Path Integration
- Digital Strategy
- Integrated Online Shopping Cart
- UX Insights



4:15-4:30 PM:

Break

Optional: You may want to change into comfortable shoes for our visit to Niagara Falls.

4:30 PM:

Bus pickup for evening activity

AAA Western and Central New York Headquarters

5:00 PM:

Dinner provided at Webster's Bistro

102 Webster St., North Tonawanda NY 14120

7:00 PM:

Bus arrives at Niagara Falls State Park

Optional: If you choose to walk across the Rainbow Bridge to the Canadian side of the falls, a passport (book or card) is required. There is a \$1 cash toll when leaving the Canadian side to walk back to the U.S.

9:00 PM:

Bus leaves Niagara Falls

9:30 PM:

Bus returns to AAA Western and Central New York Headquarters

We'll coordinate local drivers and share rides back to the hotel if needed.

WEDNESDAY, AUGUST 7

8:00-8:15 AM:

Attendees arrive at AAA Western and Central New York

100 International Drive, Amherst NY 14221
Coffee and light breakfast items provided

8:30-9:00 AM:

Kickoff Day 2:

Impact of Discounts Usage and Engagement on Renewal

*Tae Kim, Chief Operating Officer
AAA Western and Central New York*

9:00-10:00 AM:

Conversation Topic:

Discount Program Collaboration Opportunities

*Facilitator: Jen Argentieri, Senior Manager of Member Experience
AAA Western and Central New York*

- WCNY Grocery and Merchant Program Updates
- WCNY eGift Card Rebate Program
- WCNY Personalized Statements Reflect Discount Usage
- Promoting National Discount & Rewards Partners

10:00-10:15 AM:

Break

10:15-11:15 AM:

Share Learnings: AAA Northeast Good RX & Shell

*Mary Wyatt, Senior Vice President, Partnerships & Promotions
AAA Northeast*



11:15 AM-12:00 PM:

Round Table Idea Sharing, Follow-Ups, Wish Lists and Takeaways

*Facilitator: Jennifer Argentieri, Senior Manager of Member Experience
AAA Western and Central New York*

- AAA Northeast Social Influencers *Mary Wyatt, AAA Northeast*
- AAA Northeast Event Sponsorships *Mary Wyatt, AAA Northeast*
- WCNY Personalized Videos *Laura Wahler, AAA Western and Central New York*

12:00 PM:

Wrap Up

With Boxed Lunches Available To-Go

- Open Discussion and Lunch

