

MONDAY, FEBRUARY 22
CENTRAL TIME

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| 11-11:30 a.m. | Welcome to Community Leaders Summit |
| 11:30 a.m.-Noon | LEARN <i>The Art of Storytelling</i> with The Second City |
| 1-1:30 p.m. | ALZ TALKS Importance of Early Detection in Advancing Treatment |
| 2-3 p.m. | PRACTICE Building Mission Impact Stories Workshop (multiple options) |
| 3-4 p.m. | WORKSHOP Skill-Building Workshop* |
| 4-5 p.m. | PRACTICE Building Mission Impact Stories Workshop |
| 5-6 p.m. | WORKSHOP Skill-Building Workshop* |
| 6-6:30 p.m. | ALZ TALKS Conversation with President and CEO Harry Johns |
| 7-8 p.m. | WORKSHOP Skill-Building Workshop* |
| 7-8 p.m. | ROUNDTABLE AMEC Partner Mission Roundtable |

TUESDAY, FEBRUARY 23
CENTRAL TIME

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| 8:30-9 a.m. | ALZ TALKS Conversation with President and CEO Harry Johns |
| 9-10 a.m. | PRACTICE Building Mission Impact Stories Workshop |
| 11-11:30 a.m. | WORKSHOP Skill-Building Workshop* |
| Noon-1 p.m. | PRACTICE Building Mission Impact Stories Workshop |
| Noon-1 p.m. | ROUNDTABLE Board Volunteer Mission Roundtable |
| 1-1:30 p.m. | ALZ TALKS Advancing Policy to Creating Lasting Change |
| 2-2:30 p.m. | ALZ TALKS Engaging in Research Conversations |
| 2-3 p.m. | ROUNDTABLE Systems Change for Person-Centered Dementia Care |
| 3-4 p.m. | WORKSHOP Skill-Building Workshop* |
| 5-6 p.m. | PRACTICE Building Mission Impact Stories Workshop |
| 5-6 p.m. | WORKSHOP Skill-Building Workshop* |
| 7-8 p.m. | WORKSHOP Skill-Building Workshop* |
| 8-9 p.m. | ROUNDTABLE AMEC Partner Mission Roundtable |
| 9-10 p.m. | WORKSHOP Skill-Building Workshop* |

WEDNESDAY, FEBRUARY 24
CENTRAL TIME

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| 9-10 a.m. | PRACTICE Building Mission Impact Stories Workshop |
| 10-10:30 a.m. | ALZ TALKS Conversation with President and CEO Harry Johns |
| 11-11:30 a.m. | WORKSHOP Skill-Building Workshop* |
| Noon-1 p.m. | PRACTICE Building Mission Impact Stories Workshop |
| Noon-1 p.m. | WORKSHOP Partnerships Advancing the Mission: A Panel Discussion |
| 1-1:30 p.m. | ALZ TALKS Increasing Reach in ALL Communities |
| 1-2 p.m. | ROUNDTABLE SAGE Mission Roundtable |
| 2-2:30 p.m. | ALZ TALKS Engaging in Research Conversations |
| 2-3 p.m. | ROUNDTABLE Systems Change for Person-Centered Dementia Care |
| 3-4 p.m. | WORKSHOP Skill-Building Workshop* |
| 5-6 p.m. | PRACTICE Building Mission Impact Stories Workshop |
| 5-6 p.m. | WORKSHOP Skill-Building Workshop* |
| 9-10 p.m. | WORKSHOP Skill-Building Workshop* |

*See role-specific workshops schedule.



LIVE AND ON DEMAND!
Hear from Alzheimer's Association leadership.



LEARN, PRACTICE AND SHARE!
Learn *The Art of Storytelling* from The Second City and put your skills to the test by sharing your own story with other volunteers.



WORKSHOPS AND ROUNDTABLES
Discover key strategies to be an effective volunteer and leader in your community. Choose role-specific workshops that fit your schedule!

Welcome to the Community Leaders Summit

Join Board Chair Brian Richardson and President and CEO Harry Johns as well as volunteers and staff from across the country for remarks on role of the Alzheimer’s Association — and the importance of your efforts — as we strive toward our vision of a world without Alzheimer’s and all other dementia.

ALZ Talks: Conversations with President and CEO Harry Johns

Join us for an intimate conversation with Alzheimer’s Association President and CEO Harry Johns.

ALZ Talks: Our Role in the Future of Alzheimer’s Research

Listen to remarks from Association leadership about how our investment has moved science forward — and what areas we are most excited to focus on next.

ALZ Talks: Engaging in Research Conversations

Engage in conversations about research back in your community.
TUES. Latest in Clinical Trials and Treatment
WED. Understanding Risk Reduction

ALZ Talks: Importance of Early Detection in Advancing Treatment

Join us for a conversation about the latest news as well as how we’re preparing to meet the needs of those living with Alzheimer’s and other dementia.

ALZ Talks: Advancing Policy to Creating Lasting Change

Join us to hear about how advocacy has advanced Alzheimer’s care, support and research during the past year, and our strategy for 2021.

ALZ Talks: Increasing Reach in ALL Communities

Join us to discuss our plans for increasing reach to underserved populations and rural areas, and to learn how you can be a part of this critical effort.

Partnerships Advancing the Mission Workshop

Hear from a panel how to build purposeful partnerships that drive mutual value for the corporation and the Association’s mission.

Practice Building Your Mission Story Workshop

Practice building your story to recruit and engage many more individuals in your community to our cause. Apply what you learn from *The Art of Storytelling*.



CARE & SUPPORT

SKILL-BUILDING WORKSHOPS

ALL ATTENDEES WELCOME

Reaching More People with Programs

Learn to use your community connections to promote Alzheimer's Association programs and reach more people.

Powered by Community: Mobilization Through Partnerships

Share best practices in building a network of local community partners and champions to connect more people to the cause.

CARE & SUPPORT VOLUNTEERS

Inspiration Stations

Connect with peers to learn best practices and use your mission story to engage your community.

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| Support Groups | Education | Community and Faith Outreach | Promotores (offered in Spanish) |
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WALK TO END ALZHEIMER'S COMMITTEE MEMBERS

SKILL-BUILDING WORKSHOPS



Community Leaders
Summit 2021

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| <p>Connecting Virtually</p> <p>Learn how to host engaging committee meetings and participant and team touches that garner results!</p> | <p>Fundraising FundamentALZ – Walk to End Alzheimer's</p> <p>Learn how to support/coach our participants and teams to set and exceed their fundraising goals.</p> | <p>Inspiration Stations – Walk to End Alzheimer's</p> <p>Join your peers for idea sharing at three Inspiration Stations: Promoting Walk in Your Community; Recruiting New Teams; and Coaching Your Champions Club.</p> | <p>Host a Dynamic Company Team Kickoff</p> <p>Learn how to showcase the Association's mission efforts by highlighting care, support and research initiatives and accomplishments.</p> | <p>Connect with Companies in Your Backyard</p> <p>Learn five easy steps to identify, connect and build reciprocal relationships with businesses in your community.</p> |
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THE LONGEST DAY COMMITTEE MEMBERS

SKILL-BUILDING WORKSHOPS

alzheimer's
association

Community Leaders
Summit 2021

Connecting Virtually

Learn how to host engaging committee meetings and participant and team touches that garner results

Recruitment by Activity Bucket

Recruiting participants is as easy as 1-2-3 when people learn they can take doing what they love and turn it into a fundraiser.

Inspiration Stations – The Longest Day

Join your peers for idea sharing at three Inspiration Stations: How Do You Promote The Longest Day in Your Community; Fundraising Lead Retention and Cultivation Tips; and How to Coach Participants to Become a Solstice Champion.

Recruitment Through Company Engagement

More businesses are partnering with organizations that represent causes that impact their employees. With a growing number of families affected by Alzheimer's and all other dementia, companies and businesses in your community may have employees who are impacted. Learn to identify and talk to local businesses about why and how they can get involved.

Connect with Companies in Your Backyard

Learn five easy steps to identify, connect and build reciprocal relationships with businesses in your community.

Coaching Fundraising Leaders

Coaching is all about communicating and relationship building. Learn best practices for coaching The Longest Day participants, how to utilize tools to increase fundraising, and tips to appreciate and recognize your fundraising leaders.



RivALZ COMMITTEE MEMBERS

SKILL-BUILDING WORKSHOPS

alzheimer's
association

Community Leaders
Summit 2021

Connecting Virtually

Learn how to host engaging committee meetings and participant and team touches that garner results!

RivALZ in 2021

Join RivALZ committee members and participants from across the nation to learn about 2021 plans, including the revised timeline, the Spring Challenge program, and updated software and platform information.

Inspiration Stations – RivALZ

Join your peers for idea sharing at three Inspiration Stations: Keeping Your Bench Full; Retention of Supporters; Recruiting Volunteers and Participants; and Coaching Fundraising as Committee and Staff.

Connect with Companies in Your Backyard

Learn five easy steps to identify, connect and build reciprocal relationships with businesses in your community.



CONSTITUENT & RELATIONSHIP EVENTS

SKILL-BUILDING WORKSHOPS

alzheimer's
association

Community Leaders
Summit 2021

RIDE TO END ALZ

Fundraising FundamentALZ

What are the most effective fundraising secrets for Ride? How do I customize my website? Learn top fundraising ideas and the basics of online fundraising for Ride to End ALZ.

GALAS

Maximizing Gala Revenue

Learn and share effective strategies for successfully soliciting sponsorship and generating revenue through auctions.

Effective Mission Asks

Learn strategies to maximize revenue via your mission ask through effective storytelling and donor engagement.

Galas in 2021

How do we do this virtually? Learn from those who have gone before you how to plan for a gala in uncertain times.



ROUNDTABLE DISCUSSIONS

OUR BOARD

Board Volunteer Mission Roundtable

Discuss and share with your peers how board volunteers have a crucial role in helping to mobilize communities by bridging connections to help recruit volunteers, engage key influencers and partner with companies to advance our cause.

ROUNDTABLES FOR OUR PARTNERS

Systems Change for Person-Centered Dementia Care Mission Roundtable

Discuss opportunities to improve dementia care through changes in policy and practice with health system leaders and champions nationwide.

SAGE Mission Roundtable

Pave the way for reaching LGBTQ families by connecting your community to the Alzheimer's Association mission.

AMEC Partner Mission Roundtable

Pave the way for reaching your African Methodist Episcopal congregation by connecting your community to the Alzheimer's Association mission.