



WACE Conference – GrowthZone Training

February 3, 2026 10:00am – 4:00pm

9:30 – 10:00am	Check-in
10:00 – 10:15am	Welcome
10:15 – 11:30am	How to Measure Member Engagement Understanding member involvement helps to ensure your offerings align with member needs, which is crucial for long-term success and member retention. Learn ways to use your GrowthZone data to measure engagement.
11:30 – 12noon	Networking.. Sharing ideas for member retention
12:00 – 1pm	Lunch
1pm – 2:15pm	Maintaining a Clean & Healthy Database Data cleansing is so important because it improves your data quality and in doing so, increases overall productivity. When you clean your data, all outdated or incorrect information is gone – leaving you with the highest quality information
2:15 – 2:30pm	Break
2:30 – 3:30	Avoid the Spam Folder: 5 Ways to Ensure Your Emails Get Through If your emails aren't reaching your members, you're missing a critical connection point. Whether you're seeing low open rates or wondering why your messages are ending up in spam folders, this session will help you take back control of your email performance.
3:30 – 4:00	Networking.. Sharing ideas for non-dues revenue