



LEADERSHIP DEVELOPMENT: CONFERENCE KEYNOTE AND BREAKOUT SESSIONS



INTRODUCTION

A membership organization representing nonprofit aging service providers enlisted **Bâton Global (B|G)** to enhance leadership capabilities during its annual conference. **B|G** curated keynote speeches and enlightening breakout sessions to engage and empower attendees.



THE STORY

This state-wide membership association is focused on championing high-quality care and services for the aging population. It offers support, education, and advocacy to its members dedicated to improving the lives of older adults. The organization is a resource for best practices, innovative solutions, and professional development in the field of aging services, ensuring that the needs of this community are met with expertise and compassion.



THE CHALLENGE

Faced with the evolving landscape of aging care services, the organization sought innovative insights. **B|G** conducted extensive stakeholder interviews and secondary research to better understand industry dynamics, ensuring the content catered precisely to audience needs and concerns.



THE CHOICE

B|G delivered a dynamic 90-minute keynote and three engaging 75-minute breakout sessions, delivering actionable insights in an interactive format. The subject matter expert fostered an atmosphere of active participation, urging attendees to implement the learnings in their organizations. Through immersive storytelling and practical methodologies, **B|G** equipped leaders with diverse tools, inspiring them to address industry intricacies beyond the conference in addition sparking ongoing dialogues that enable proactive navigation of the evolving aging care services landscape.

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LEADERSHIP DEVELOPMENT:

CONFERENCE KEYNOTE AND BREAKOUT SESSIONS

A membership organization representing nonprofit aging service providers sought to invigorate leadership at its annual conference and engaged **Bâton Global (B|G)** to curate keynote speeches and insightful breakout sessions.

B|G crafted presentations to captivate, educate, and resonate with the audience, eliciting an enthusiastic response from industry leaders. Prior to the event, B|G conducted thorough stakeholder interviews and comprehensive secondary research, delving into the evolving landscape of aging care services. This in-depth understanding fortified the content, aligning it with the central needs and challenges faced by the audience.

The conference featured a dynamic 90-minute keynote and three stimulating 75-minute breakout sessions that provided actionable insights in an interactive and engaging format. B|G's subject matter expert fostered an environment of active participation, encouraging attendees to apply acquired insights within their organizational frameworks.

Utilizing an array of storytelling and practical teaching methodologies, B|G equipped leaders with a diverse toolkit to fortify organizational performance. This approach also fostered enriching dialogues that transcended the conference halls. Participants were not only supplied with pragmatic strategies but also left inspired and motivated to address the intricacies, challenges, and opportunities affecting their industry. The sessions acted as catalysts for ongoing conversations, empowering leaders to proactively navigate the evolving landscape of aging care services, leaving an enduring impact far beyond the conference walls.

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