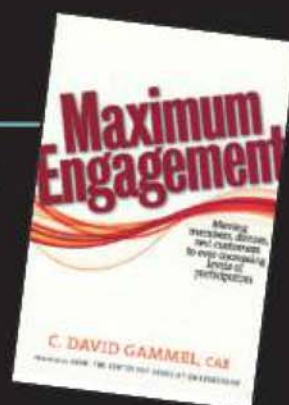


BOOK Review

Maximum Engagement

>By C. David Gammel



As association executives we've all concerned ourselves over how to better engage

our members, sponsors, constituents, advocates, customers, and prospects. As David Gammel points out, "engagement is about value." People will invest in an organization only when they receive value from that organization in exchange. So, when was the last time you evaluated your association's engagement strategy? Or, do you even have one? And, how do you turn maximum engagement into a reality?

Maximum Engagement is a great read for those who are developing their association's first engagement strategy as well as those who are evaluating whether or not their existing strategy

is still relevant. This book will help you answer questions like:

- What is engagement and why does it matter?
- What do we want to achieve as an organization through engagement?
- What opportunities we can use to accelerate engagement?
- How can we identify gaps in our path toward powerful engagement?
- Can we cut programs that do nothing to further engagement with our association?
- Which engagement opportunities should we invest more resources in?
- How do we succeed at achieving maximum engagement?

A high level of commitment to an organization starts with engagement—an essential component of any successful association. It's something that needs to be a top priority for all association executives. Gammel covers a lot of ground in a few short pages, making *Maximum Engagement* a perfect guide to spend a couple hours with. Grab a copy, get inspired, and then amp up your association's engagement strategy. Your members will thank you for it! ■

2011 Calendar of EVENTS

LEARN WITH LEADERS

10:45 AM	Networking
11:30 AM	Luncheon
12:15 PM	Program (Approved for 1 CAE Point/Credit)
1:00 PM	Committee Meetings/ Roundtable Discussions

OCTOBER 6, 2011 Zeitgeist and Playstation Strategies
LOCATION Embassy Suite DTC

NOVEMBER 4, 2011 Pricing in Today's Association
LOCATION Golden Hotel

DECEMBER 1, 2011 Holiday Party
LOCATION Renaissance Denver
Celebrate the Holiday Season with your CSAE colleagues.
Bring gifts for the Samaritan House.

\$40 Members/ \$50 Non-Members
1st Time Guests \$25
Approved for CAE: 1 Hour/Credit

2012 CSAE CONFERENCE June 13-15, 2012



VAIL CASCADE RESORT & SPA
VAIL, COLORADO