



The Center for Association Leadership

Association Leadership Forum

Created by ASAE: The Center for Association Leadership
South Pacific GH, North Convention Center, Mandalay Bay

Monday, October 16
1:30pm-4:00pm

Understanding trust as the ultimate currency

Trust is the foundation that allows any organization to take responsible risk, and to rebound from mistakes. For an association, especially, lasting trust with volunteers, staff and members is the strongest insurance against indifference, and the best path to continued growth. Edelman has been studying trust for the last 20 years, and in this keynote presentation, Dan Webber, President of Edelman's Washington D.C. office and Kari Butcher, Managing Director of Edelman Data and Intelligence will walk you through the latest Trust Barometer research, with deep dives on the core drivers of trust and how to excel in earning them.

- edelman.com/trust/trust-barometer
- edelman.com/trust/2023/trust-barometer
- edelman.com/trust/edelman-trust-management

 **LAS VEGAS**
OCTOBER 17-19 2023

Sponsored by

I amsterdam.