

DCA WORKFORCE SUMMIT

May 14 - 16, 2018

Four Seasons Dallas
at Las Colinas, Dallas, TX

Registration Now Open!

**\$750 person - Early Bird Special Registration Fee - until March 5th
After March 5th - \$850 per person**

Solving the Urgent Workforce Data Challenge facing the DCA industry. Solving this challenge will finally provide the missing data on what actually works to recruit, engage, and retain Gen Z and Millennial employees. This addresses the most urgent hiring challenge that is limiting the entire industry's growth.

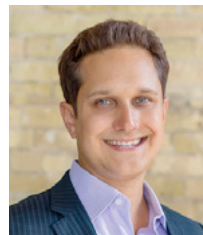
Solving the Training Challenge facing the DCA industry within the realities of what it can and cannot offer on-site. This includes each major inflection point of learning including onboarding, training, and talent development. This addresses the expensive issue of providing the right training at the right time to drive performance, talent development and on-the-job performance.

Rebranding the Industry to win Gen Z and Millennials at exactly the right time in their workforce journey. This is critical for the industry and makes DCA and its key stakeholders the data-driven thought leaders that are literally building our country.

Goals and Objectives:

- Solve the BIGGEST challenge facing the industry (recruiting and retention)
- Learn brand new research based solutions from groundbreaking national studies
- Gain ALL new content from DCA advocate and acclaimed speaker Jason Dorsey
- Receive 2 complete research studies on the biggest HR and operational pressure points facing DCA members
- Live Q&A with Jason Dorsey on-site at the event
- Everyone leaves with answers to their specific challenges + an action plan

- Digital review to immediately apply to their websites for marketing and recruiting
- Be a part of the movement to make the industry the employer of choice



Jason Dorsey
Chief Strategy Officer at The Center for Generational Kinetics

Jason is Chief Strategy Officer at The Center for Generational Kinetics. In this role, he goes behind the scenes with companies and their data to discover what is underneath the numbers. These insights enable him to identify emerging trends early, so you can too.

The Center for Generational Kinetics is the premier Gen Z and Millennial research, workforce consulting, and thought leadership firm.

The Center solves critical challenges for their clients through original national and international research that uncovers hidden trends and transforms new insights into powerful strategies and actions. Their clients include the biggest brands in the world across numerous industries.

The Center's team has been featured on *60 Minutes*, *The CBS Early Show*, *20/20*, *The Today Show*, and in *The Wall Street Journal*, *The Washington Post*, and *The New York Times*.

Registration is now open at www.dcaweb.org.



Preliminary Agenda

Monday, May 14

6:00 pm - 8:00 pm Welcome Reception

Tuesday, May 15

8:00 am - 9:00 am Breakfast

9:00 am - 12:00 pm Jason Dorsey provides foundational presentation on two national studies on working in the gas distribution industry

12:30 pm - 1:30 pm Lunch

1:30 pm - 2:30 pm Jason focuses on key insights, takeaways, introduces Action Group Activities

2:45 pm - 3:30 pm Opportunity to work in small groups to solve challenges, work on action plans

3:45 pm - 4:30 pm Sharing of group results

6:00 pm - 8:00 pm Dinner

Wednesday, May 16

8:00 am - 9:00 am Breakfast

9:00 am - 10:30 am Team CGK presents Digital Review Findings

10:45 am - 12:00 pm Panel on Marketing Best Practices

12:00 pm Event ends