

WOULD YOU LIKE TO BE CONSIDERED BY OUR ADVISORY BOARDS TO SPEAK AT TRIBALNET?

Start with this guide and submit the online application by Monday, JUNE 3, 2024

This speaker application guide includes a comprehensive list of seven tracks with multiple sessions under each track to choose from. Since **TribalNet's** audience is diverse in job roles, we have seven different tracks to meet the needs of all industry segments represented. You will see several topics of choice under each track. Please refer to this document as you complete the **[Speaker Application online](#)**.

Each topic has an accompanying summary as developed by the **[TribalNet Advisory Boards](#)**, outlining the details to be covered by the speaker applying for that topic.

When preparing to fill out the online application, please have the following information ready:

- speaker and logistical point of contact, email & phone number
- speaker bio (150 word max)
- four key learning objectives that attendees will gain by attending the session

You may apply for more than one topic but an additional application is required.

Incomplete submissions will not be considered. Sales pitches by vendors will not be considered. Submissions will NOT be accepted by email or phone, all interested speakers must submit through the **[online application](#)**.

Our Advisory Boards will review each of the applications submitted. The earliest you can expect to be notified if you are selected to speak at TribalNet is July 10, 2024. The dates of the conference are September 16 - 19, 2024; dates and times of each topic have not yet been assigned and will not be confirmed until August 2024.

Sessions are typically 60 minutes with 5 - 10 minutes of Q & A offered. Typical formats of our sessions include:

- panel with moderator
- single presenter
- multiple presenters on the same topic with a different angle/approach on the subject matter

Speakers are volunteer, unpaid and are completely separate from sponsorship. By submitting a request to speak you are not guaranteed a speaking spot until you are confirmed by a TribalHub team member that you have been selected.

For questions on the use of this guide or speaking opportunities, please contact

Tracy Kinney • Sr. Manager, Marketing, Communications & Events
269-459-9890 • tracyk@tribalhub.com

2024 TRIBALNET CONFERENCE TOPIC GUIDE

TABLE OF CONTENTS

PAGE 3: Tribal Gaming & Hospitality Technology Track

PAGE 4: Tribal Government Technology Track

PAGE 5: Tribal Health Information Management Track

PAGE 6: Cybersecurity Track

PAGE 7: General Technology Track

PAGE 8: Leadership & Management Track

PAGE 9: Artificial Intelligence Track *NEW

2024 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 1 OF 7)

Tribal Gaming & Hospitality & Technology Track

Session Topic	Session Summary
Cashless/Digital Wallet	Use cases, downside and upside- funding, loading, cost, customer experience - all of it! What have we learned when it comes to cashless and digital wallets across tribal casinos, hotels and retail? Has it lived up to the initial hype in the venues that have embraced it? What are the pros and cons? If you are considering a move to cashless or just want an update on where this technology is at, this session is for you.
Single Source of Truth in Data - uncovering all your gaming floor data	Anyone who has been through even one CRM or data warehouse creation project realizes the difficulty in achieving the mystical "single trusted source of truth" in their data. Why is this so difficult to achieve? Why do departments and key users continue to isolate, protect and use their own limited data silos? What can you do to fix this? If you are ready to geek out on some data practices and some leadership data team building - you don't want to miss this session.
Loyalty Programs- as a whole what are you gathering, how to integrate	Loyalty and marketing programs continue to be at the core of your customer experience program. Attend this session to understand how these programs continue to evolve with more data sources, system integration and AI tools.
Hospitality- Operational Efficiency vs Guest Experience - how to strike the balance	When it comes to hospitality, you need to strategically balance the desire to maximize customer experience with the reality of operational and cost efficiency. This session is all about discussing the ways to do just that. How do you know if you are making the right investment - what's too much and what's not enough. Finding the right mix of customer experience enhancing technology solutions for your size property and your core customer expectations.
Content Management Systems - AV best practices - cost vs reward	Join this session as we discuss how seemingly endless digital display expansion requires effective content delivery and management systems and operations. From wayfinding to marketing displays, menu displays, advertising displays, gaming displays and multi-use displays - the need to consolidate and coordinate content management has never been greater. How do you make it easier to deliver the perfect message, ad or content on the correct device at the right time?

2024 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 2 OF 7)

Tribal Government Technology Track

Session Topic	Session Summary
Indigenous Data Sovereignty and Data Governance	When it comes to data sovereignty, very few tribal leaders are confident that they have a completely clear understanding of how to achieve this. Putting in place best practice data governance, data classification and data security is complicated and difficult in any tribe. Having a clear understanding of the "crown jewels" of data that truly needs to be protected is also a challenge to achieve. This session will share some ideas and practices that can help participants better understand, target and achieve stronger data sovereignty practices.
AI - In Law Enforcement	How can Artificial Intelligence (AI) benefit law enforcement at your tribe? We may not be quite ready to deploy AI enhanced robots or a fleet of AI driven drones, but AI is already making a difference in more effective law enforcement. Join this session to learn about ways to enhance your own law enforcement practices and tools with AI.
Enhanced ID's - what does it mean for tribes	Is it time to consider moving to a tribal enhanced ID for all of your tribal citizens? What is necessary to make this change and what benefits does it provide to my tribe? Is this only beneficial for tribes located near a US border? Come to this session to find answers to these questions and to learn about enhanced IDs.
Strategies for Driving Digital Citizen Engagement	Do you have a digital engagement strategy for your tribal citizens? What types of digital engagement should you be considering for your own tribe? Our presenters will share some of the ways that tribes can leverage technology to engage their own citizens
Judicial and Public Safety - do you have a strategy	Collaboration between government departments and a cohesive technology strategy is becoming more prevalent and often a requirement when applying for government funding. This session is all about how to go about creating a strategy between Judicial Services and Public Safety in your tribe to maximize your opportunities to gain more funding for services.

2024 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 3 OF 7)

Tribal Health Information Management Track

Session Topic	Session Summary
Healthcare Breaches - Protect, Mitigate and Recover	Healthcare organizations are a highly lucrative and vulnerable target for hackers. There are steps healthcare organizations can take to pre-assess vendors for risk, incorporate risk management into contracts, continuously monitor vendors for security risk and collaborate with them to protect against a breach. Security breaches in healthcare can have the following impacts: financial, reputational, patient care, recovery and lawsuits.
Prepare to be Prepared for a Data Breach	Consider a Tabletop Exercise to ensure preparedness in responding to a Data Breach. Learn best practices and strategies for conducting an effective exercise at your organization that allows your security team, staff and stakeholders to have a stronger cybersecurity stance.
How to Bounce Back when Things Go Wrong!	A few carefully chosen words can go a long way to prepare everyone for what's to come. Effective crisis communication is essential for maintaining trust, managing reputation, and minimizing damage. Being ready for negativity is crucial in today's fast-paced market. A crisis communication plan is key to effectively respond to negative publicity and minimize brand damage.
Data Migration - out with the old; in with the new	Data Migration is the process of transferring data from one or multiple source databases to one or more target databases. Once migration is complete, the dataset from the source databases is fully transferred, possibly with restructuring, to the target databases. Consider important data to migrate for the modernization project.
Project Management Styles: The Right One for Your Project	Learn about the dominant project management methodologies and how to choose the right one for your project. Compare the advantages and disadvantages of each style and get tips for applying them effectively.
Using Patient Portals to Enhance Healthcare Quality	A patient portal is a digital tool that enables patients to securely access their medical records and interact with the health care system through the internet. Patient portals have the potential to enhance healthcare quality, increase patient engagement, and improve clinical outcomes.
How do Social Determinants of Health (SDoH) affect Health?	Social determinants of health (SDOH) are the nonmedical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, racism, climate change, and political systems.

2023 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 4 OF 7)

Cybersecurity Track

Session Topic	Session Summary
Tabletops and Effective Cyber Attack Simulations - who you invite, how you make them successful, how to get business engaged	When done correctly, simulated tabletop exercises are perhaps the greatest learning, preparedness, and executive awareness tools that any cybersecurity leader can invest in. This session is a must to attend for every cybersecurity leader who wants to learn how to either create or improve their tabletop simulation program.
Organizational Culture and Cyber - how can leaders set the stage for an organizational structure that supports cyber best practices	We all know that cybersecurity is truly an organizational issue and responsibility and not just a technical team problem. So, what can and should tribal executives be doing to help create and support a truly organizational culture that prioritizes and supports critical cybersecurity practices? Our presenters will be discussing that and more in this session.
Security Awareness- the human factor (8th layer) - best practices and programs	Security Awareness programs will remain critical to every tribe and tribal enterprise as long as we continue to deal with cybersecurity threats. The weakest link in the chain and easiest attack vector for threat actors continues to be....people. So, what do some of the best awareness programs and practices look like? Attend this session to learn how you can improve your own security awareness program to better protect your tribe.
Lifecycle of a Ransomware Event - in the trenches	The increase in ransomware attacks, particularly at tribal properties continues to keep IT teams and leadership up at night. What lessons can be learned from these events? What information can help to prepare, protect and mitigate?
Cybersecurity KPIs (simplify and meaningful/impactful)	As a leader, what should you know OR be asking for? Communicating the needs, success and large risks of any cybersecurity team or program can be complicated and challenging. In this session we will share some helpful KPI's and best practices that cybersecurity leaders can use and share with their leadership in order to better communicate and support their budget needs, investments and market their successes in securing the tribe.
DR best practices and achievable plans	Disaster Recovery and Incident Response have intersected in modern technology policy and procedures. What should be included in these plans, and how can it be done in a realistic and achievable manner? The presenters in this session will discuss best practices to implement these.

2024 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 5 OF 7)

General Technology Track

Session Topic	Session Summary
Women in Technology	Listen in to trailblazing women in the tech space. Leadership, career pathing, skill building and future opportunities are all topics of discussion during this session.
Strategies for Gaining Skills in the New World of Technology	What can tribes be doing to prepare the next generation of IT teams, leaders and skills? How can current teams be continuing to up their game in the skills needed to be in the changing world of tech, cyber, data and AI?
Expansion Projects - success and lessons learned	What role does technology play in new facility builds or renovations? In this session we will cover some best practices to make sure that technology has the proper seat at the table when it comes to planning, coordination and installation of technology infrastructure.
Enterprise Project Management - tools and strategies to enable project collaboration	Technology is change, and change is best served using professional project management. So, what does effective and agile project management look like, and how can you achieve it with existing tools and resources. Our presenters will discuss some of the ways that you can improve your own project management practices.
Strategies for Managing Increased Licensing Costs and Agreement Changes	Licensing and maintenance costs continue to devour more and more of every IT budget and need to be properly managed. Especially after a tech vendor acquisition. How exactly do you do this? What can and should you be doing now to better manage these costs? Leave this session with some practical ways to organize these agreements, costs and discover more ideas to save budget dollars.
Next Generation Telecommunications	Is it time to let the traditional desk, office and room phone die? Many people and organizations have started to do just that, and in this session we will discuss where voice communications are heading. Learn how to position your strategy for the future of communications.

2024 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 6 OF 7)

Leadership & Management Track

Session Topic	Session Summary
Use of Data and Analytics in Decision Making - meaningful data - avoid analysis paralysis	How can we leverage current data analytics tools and meaningful KPIs to make truly data driven timely decisions for our organizations? In this session we discuss what matters and why it matters when it comes to data and data driven decisions. What should leaders be considering as modern and most meaningful KPI's- what matters and why do they matter?
Operational Strategy Sessions - collaborative organizational effort - creating strategy maps to execution - getting high level teams engaged	Growing, advancing and improving your existing leadership teams is a problem we all face. Join this session to learn how operational team strategy sessions can provide more engagement, collaboration and an improved culture at your tribe.
Secrets to Success - best practices, things that good leaders do and don't do	Are great leaders born that way, or do they evolve into leadership over time? What are the secrets to success as a leader? Our presenter will guide you through the habits and skills that great leaders possess.
Aligning Visions - Tribal Governments and Enterprises	Tribes have a unique challenge of maximizing both business value and the cultural or government needs of the tribe. How do you balance those to achieve maximum success? Our presenters discuss the challenges and opportunities with aligning these competing priorities.
Cyber Insurance for Execs - understanding, budgeting and monitoring	Cyber insurance is a rising cost for tribes with what is often a decreasing value that is riddled with hard to achieve requirements. This session discusses the keys to deciding on what to include and how much to cover in a cost effective manner for non-technical executives.
Talent Development and Retention - outsource, staff augmentation, developing from within - finding your strategy	Developing talent and providing a career path in IT can be challenging. With technical skills in high demand, it often difficult to simply retain talent and recruit for your own open positions. So, how can you identify talent for career progression and successfully put them on a path that will benefit your own organization for the investment you are making?
Consolidated Back Office and/or Shared Services- trends and what's right for your tribe	Consolidate or separate your shared service technology and infrastructure? Should this be driven only by how we separate our budgets and revenue sources, or should we be looking at this a different way? When it comes to financial, accounting, human resources, purchasing and budgeting, there is a valid argument that consolidated is better. Join this session to hear our presenters discuss the benefits and challenges to consolidating shared service technology systems.
Emerging Technologies for Operational Enhancements	Join our presenters in this session to learn about some of the newest technologies and tools that are helping tribes to improve their operations, raise revenues or reduce costs. Especially important given the increasing pressure of inflation, rising labor costs and economic uncertainty. What technology can leadership invest in to continue to provide member services and be competitive and successful in enterprises? Sometimes it is the simple things and purpose driven technology that make the greatest difference. What can you be considering?
Budgeting for Technology- best practices in navigating	There are lots of methods to budget for technology in a tribe, but is there a best proven practice among those? How do you properly and accurately distribute shared technology services across hundreds of grant funded departments, health divisions and a variety of commercial enterprises? How do you manage technology agreements and licensing in this environment. Attend this session to hear our presenters discuss options for tribes to consider in IT budgeting and management.
Telework in IT - how to compete with companies all across the globe	Remote work has opened the door to attracting talent from a much broader geographical range, but it also means rural tribes are potentially competing with urban or even international wages. Join this session to hear about how some organizations are approaching this challenge.

2024 TRIBALNET CONFERENCE TOPIC GUIDE (TRACK 7 OF 7)

AI Track

Session Topic	Session Summary
AI - Policies, Governance, Cyber	Every tribe should have at least an "Acceptable Use" policy for AI and AI tools in their tribe, and this session is intended to help you make sure have that done professionally in your own tribe. You probably don't want to lose the benefits that AI tools and systems can provide, but you also don't want to put your data or systems at risk in a "wild west" AI environment.
AI - Basics for C-Suite - high level overview	AI 101: Join this session to learn in simple terms what AI is, what it is not, and what all leaders should know about AI and their tribe or tribal enterprise. This session is intended for tribal executives that want to quickly get up to speed on AI, or for technical leaders that want to learn some ways to talk about AI with their own Executive Teams.
AI - tools, uses and in house development - we've moved from theoretical to operational	No longer a future technology, AI is already being used inside of tribes in government, gaming & hospitality and healthcare. Join this session as our presenters share some real world examples of how they are leveraging and benefitting from AI.
AI - Training and Behavioral - responsible use of AI, ethics	With great power comes great responsibility. Those are important words when it comes to harnessing AI tools, generative AI and AI produced output. What does it mean to use AI responsibly or ethically. This session will discuss those topics and provide some recommendations.
Getting AI-Ready - your own data	It's one thing to unleash AI tools using open internet data sources, but it is an entirely different project when you want to give those same AI tools access to your own tribal data. In order to get real insights on your own customers or processes, you need to connect to your own valuable data - but what do you need to do or prepare before you consider doing that? This session talks about the best practices to prepare for attaching AI to YOUR data. What should you be doing with your current data to best prepare to manage new risk.