

Welcome to the CIO Hour!

December 2023

2024 Predictions

Today's Panel



CHRIS LOVE

Vice President, Information Technology
Advanced Medical Technology Association (AdvaMed)
CLove@AdvaMed.org

Chris Love is an accomplished IT professional with almost 30 years of experience ranging from hands on systems management to Information System strategic planning. Chris has a passion for collaborating with end users to facilitate the collection and analysis of data, empowering them to make informed decisions that drive business success. He received a master's degree in Information Systems Project Management from The George Washington University .



JAMES C. MARQUIS

Chief Information Officer, 501Works
marquis@501works.com | 703.459.9779

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



JUSTIN BURNISKE

Principal Consultant at Meta-Dao & ASAE Tech Council 2023-24 Vice Chair
justin.burniske@meta-dao.com

Justin is experienced working with purpose driven organizations. Justin helps associations connect people's processes with their tech tools to deliver on the organization's goals. His MBA combined with his experience implementing new technology provide him a unique set of skills that enable him to both see the big picture while also diving into the details of day-to-day tasks.

The CIO Hour: 2024 Predictions

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. Cybercriminals are exploiting AI tools like ChatGPT to craft more convincing phishing attacks, alarming cybersecurity experts

<https://www.techradar.com/pro/security/cybercriminals-are-exploiting-ai-tools-like-chatgpt-to-craft-more-convincing-phishing-attacks-alarming-cybersecurity-experts>

2. Okta hackers stole data on all customer support users in major breach

<https://www.cnbc.com/2023/11/29/okta-hackers-stole-data-on-all-customer-support-users-company-says.html>

3. Google could delete your old Gmail account as soon as Friday (12/1)

<https://www.cnbc.com/2023/11/30/google-could-delete-your-old-gmail-account-as-soon-as-friday.html>

4. How much would the 'Twelve Days of Christmas' gifts cost?

<https://www.usatoday.com/story/graphics/2023/12/01/inflation-pnc-12-days-of-christmas-gift-price-index/71617997007/>

Participate in the 501Works AMS/CRM Software Selection Survey!

501Works, in partnership with Branching Knowledge, is inviting association staff, vendors and consultants to participate in a survey whose purpose is to improve this industry's friction-ridden and fractured process for selecting, implementing, and using AMS/CRM solutions.

The goal is to better understand pain points and consequently uncover best practices that would lead to better buying decisions, processes and systems for associations and non-profits.

As a special thank you can enter to win a \$50 Amazon gift card monthly or a \$200 Amazon at the conclusion of the survey in January. More information about the survey may be found at <https://www.501works.com/research/>



Use the QR Code to access the survey

Today's Topic: 2024 Predictions

2024 Trends from Gartner

- **Protect Your Investment** – Secure the benefits from past and future strategic technology decisions to make them last.
- **Rise of the Builders** – Empower your people and developers to build solutions using the right technology for each function.
- **Deliver the Value** – Commit to a cycle of refining and accelerating value optimization while maintaining operational excellence.

SOURCE: [Gartner Top Tech Trends 2024](#)

Top Strategic Technology Trends 2024

1 AI Trust, Risk and Security Management	2 Continuous Threat Exposure Management	3 Sustainable Technology
4 Platform Engineering	5 AI-Augmented Development	6 Industry Cloud Platforms
7 Intelligent Applications	8 Democratized Generative AI	9 Augmented Connected Workforce

10 Machine Customers

Source: Gartner
© 2023 Gartner, Inc. and/or its affiliates. All rights reserved. CM_GTS_2080051

Gartner

On to Your Questions...

How are cyber security needs evolving?

Are you seeing associations going outside the industry more for technology solutions?

How do we deal with technical debt from legacy systems?

How can associations start to leverage artificial intelligence(AI)?

How do we deal with some of the noise
created by our interactions?

How can documentation help us?

How do you see automation and integrations being leveraged going forward?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



Chris Love

CLove@AdvaMed.org

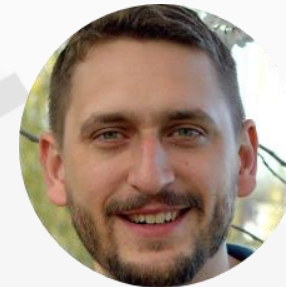


Meta-Dao

Customer Friendly Technology

Justin Burniske

justin.burniske@meta-dao.com



Delivering technology that **WORKS** for your association.

CONSULTING

501 WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

INTEGRATION



Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE




Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free** consulting session

 **703-459-9779**

 **marquis@501works.com**
theCIOHour@501works.com

 **501works.com**
theCIOHour.com

Participate in the 501Works AMS/CRM Software Selection Survey!

501Works, in partnership with Branching Knowledge, is inviting association staff, vendors and consultants to participate in a survey whose purpose is to improve this industry's friction-ridden and fractured process for selecting, implementing, and using AMS/CRM solutions.

The goal is to better understand pain points and consequently uncover best practices that would lead to better buying decisions, processes and systems for associations and non-profits.

As a special thank you can enter to win a \$50 Amazon gift card monthly or a \$200 Amazon at the conclusion of the survey in January. More information about the survey may be found at <https://www.501works.com/research/>



Use the QR Code to access the survey

Final Thoughts

- Join us January 4th for **The Elephant in the Room – A Discussion of PE/VC in Association Technology**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.