
The VAULT

109 Green Street NE
Gainesville, GA 30501

SCHEDULE OF EVENTS

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|--------------------------|---|
| 9:00–9:15 am | Welcome & Introductions
Giorgio Carera, CEO (FAE)
Paul Flemming, Vice President, Membership & Sales (AEM)
Sara Stromski, Sr. Director, Membership & Customer Success (AEM) |
| 9:15–9:20 am | Your Member Benefits: Upcoming Engagement Opportunities
Sara Stromski, Sr. Director, Membership & Customer Success (AEM)
<i>Refresher on member benefits and Q&A session</i> |
| 9:20–10:20 am | Strategic Evolution: Driving Adoption Through the Familiar
John Somers, VP, Construction & Utility Sector (AEM)
Why the most successful shifts don't disrupt user habits—they evolve them.
To drive real innovation, the biggest hurdle isn't building the technology; it's overcoming human resistance to change. Radical disruption often triggers friction and delay, whereas the most successful transformations gain traction by anchoring new capabilities in familiar experiences.
This session explores the power of Strategic Evolution, demonstrating how organizations can accelerate adoption by honoring existing user habits rather than dismantling them. Attendees will learn practical frameworks for lowering cognitive friction, framing novel concepts around proven practices, and turning quiet hesitation into active buy-in. |
| 10:20–10:45 am | Round Table Discussions
<i>Each table will have 10 minutes to discuss prompts related to keynote content. 15 minutes reserved for tables to report to the room.</i> |
| 10:45–11:00 am | Break |
| 11:00–11:30 am | Policy Update
Alexander Russ, Senior Advisor, Global Public Policy (AEM) |
| 11:30 am–12:15 pm | AEM Business Intelligence Update
Al Melhim, AEM Business Intelligence Senior Director (AEM) |
| 12:15–12:45 pm | Lunch and Networking (Peer Interactions)
<i>Enjoy lunch with your peers</i> |

1:00–1:30 pm

Tour of facility

HOTEL:

Courtyard by Marriott Gainesville GA

124 EE Butler Parkway

Gainesville, GA 30501 US

[Guest Reservations](#)