



ICMA | conference

UNITE

A DIGITAL EVENT
SEPT 23-26, 2020

ATTENDEE GUIDE

Know Before You Go

[#UNITELocalGov](#)

MAKE THE MOST OF YOUR UNITE EXPERIENCE

LOGISTICS

ACCESS TO UNITE

Access to the UNITE digital platform will be sent on Thursday, September 17. Keep a look out in your inbox for an email from mobilesolutions@psav.live which will contain your login credentials (unique user name and password).

Can't remember your account information? Refer back to the email that was sent to you from mobilesolutions@psav.live for your login credentials. If you have forgotten your password, simply hit "Forgot Password" on the UNITE login page and an email will be sent to you with your password.

NOTE: When you receive the email with your new password, you must hit the "Click Here" button in the email to activate your new password. You will then be taken to the login page and you can then enter the new password that was sent to you.

TECH SPECS

There are no specific system requirements to access the UNITE platform. Browsers such as Chrome, Safari, and Edge are compatible, however Internet Explorer **is not** compatible with the UNITE platform. It is recommended that you refresh the system frequently for updates or clear your cache.

SUPPORT AND TROUBLESHOOTING

While navigating the UNITE platform, if you need technical assistance, please refer to the "UNITE Help Desk" tab which is located at the top of the menu under the home page. The UNITE Help Desk is for technical assistance questions and the ICMA Help Desk is for general ICMA questions.

NAVIGATING THE UNITE PLATFORM

Access five short videos that demonstrate how to navigate the UNITE platform including: Log-In, Networking, Schedule/Sessions, Exhibit Hall, and Wellness Zone/Experiences. **Watch here.**

TIMEZONE REMINDER

It's important to note that the UNITE platform caters to the timezone/local time you are viewing the platform from. Times notated in this guide are identified as Eastern Standard Time (EST).

SPEAKERS

KEYNOTE SPEAKERS



Retired Lt. General, Nadja West
Leading Through Uncertainty
Wednesday, September 23 – 1pm EST
Sponsored By:



Robin DiAngelo
White Fragility
Thursday, September 24 – 1:15pm EST
Sponsored By:



Richard Florida
Urban Development and Cities
Friday, September 25 – 1pm EST
Sponsored By:



Chris Gardner
*Hard Pivots, Atomic Times and
A New Vision of the American Dream*
Saturday, September 26 – 1pm EST

TRAILBLAZERS



Kristen Cox
*Fighting the Pandemic: Acting on
Real-Time, Real Data*
Wednesday, September 23 – 4pm EST



Dr. Manuel Pastor
*Uncommon Ground: Centering Racial Equity
for a Better America*
Wednesday, September 23 – 5pm EST



Vijay Gupta
The Medicine of Music
Thursday, September 24 – 4pm EST
Sponsored By:



FEATURED SPEAKERS



Glennon Doyle
*Teamwork: Building Trust, Unity and
Purpose at Your Organization*
Monday, September 21 – 1pm EST
Sponsored By:



Connie Hedegaard
*Green Growth Sounds Good –
But How to Get It?*
Wednesday, September 23 – 5am EST

EDUCATION

EDUCATION SESSIONS

220+ sessions covering more than 40 topics provides you with an array of learning experiences. Different formats providing unique learning experiences include:

- Education sessions followed by a live Q&A session with the speakers
- Real-time facilitated roundtable conversations
- Solutions Track sessions presented by UNITE exhibitors, sponsors, and ICMA Strategic Partners
- ICMA University Micro Learning sessions
- Education sessions for participants from around the globe
- On-Demand sessions you can view 24 hours a day

If your schedule will not allow you to catch every session at the time it is scheduled to run during the week of UNITE, do not worry! All sessions will be located on the UNITE digital platform and will be available on-demand 24 hours/ seven days a week to attendees through December 31, 2020.* You read that right, UNITE is not just six days of learning, it is over 90!

Be sure to check out the UNITE agenda where you can see a full listing of the educational offerings. Sort by day, type (i.e. roundtable, live, solutions track), over 40 topics or by target audience. [Access the agenda here.](#)

***The following session that is noted in the schedule of the UNITE platform will not be accessible after September 26 and the live portion of UNITE: Thursday keynote session featuring Robin DiAngelo. The Saturday keynote session featuring Chris Gardner will not be available after October 16, 2020.**

AROUND THE GLOBE OFFERINGS

Education sessions are being offered to engage and share best practices with our attendees around the world.

UNITE-EN ESPAÑOL

Our Latin American audience will enjoy select sessions that include Spanish subtitles, as well as Spanish spoken presentations prepared to follow up on these subtitled sessions. These sessions are spread throughout the course of the week and all UNITE attendees can watch these sessions. [View the sessions here.](#)

EUROPE/AFRICA TRACK

With six sessions offered on Wednesday, September 23, these sessions fall within the business day in Europe (on the agenda page, search "Europe/Africa" to pull up the session list). All UNITE attendees can watch these sessions from anywhere in the world. [Access the agenda here.](#)

ASIA TRACK

With six sessions offered on Friday, September 25, these sessions fall within the business day in Asia (on the agenda page, search "Asia" to pull up the session list). All UNITE attendees can watch these sessions from anywhere in the world. [Access the agenda here.](#)

AICP-CM CREDITS

ICMA has registered with the American Institute of Certified Planners (AICP) to provide Certification Maintenance (CM) credits. AICP members can earn CM credits for approved programs at the UNITE conference. A note within the session description indicates the number of AICP-CM credits that can be earned by attending these sessions.

[View the AICP-CM credit sessions here.](#)

LEAGUE OF WOMEN IN GOVERNMENT SYMPOSIUM

On Monday, September 21 at 1pm EST, join the League of Women in Government in collaboration with ICMA for the 5th Annual Symposium as featured speaker Glennon Doyle visits with ICMA President Jane Brautigam, city manager of Boulder, Colorado. This event will be a fantastic session for women AND men to celebrate women local government leaders in a year when leadership really matters and discuss the importance of gender balance and inclusion in local government.

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FIRST-TIME ADMINISTRATORS

First-time administrators (FTAs) need support and encouragement from the profession. These sessions are geared to provide an educational orientation that will allow FTAs to gain skills in areas that aren't traditionally covered in academic programs or in organizational succession planning and to strengthen their network of peers.

Tuesday, September 22: 3:00pm-3:45pm EST | Lessons Learned Roundtable

Tuesday, September 22: 4:00pm-4:45pm EST | Contract Bargaining for First-Time Administrators

Wednesday, September 23: 4:00pm-4:45pm EST | What to Do First

Wednesday, September 23: 5:00pm-5:45pm EST | Building Relationships Through Effective Communications

Thursday, September 24: 5:00pm-5:45pm EST | When the Honeymoon is Over: How to Sustain an Effective Long-term Council-Manager Relationship?

Friday, September 25: 4:00pm-4:45pm EST | Building a Team With Your Elected Officials; It Doesn't Have to Be A Contact Sport

EXHIBIT HALL

UNITE EAST AND WEST VIRTUAL EXHIBIT HALLS

Visit the UNITE Exhibit Halls featuring 75 exhibiting companies offering innovative products and services to help better local government.

The Exhibit Hall hours are:

Wednesday, September 23: 10:30am-6pm EST | (10:30am-1pm Exclusive Hall Hours)

Thursday, September 24: 10:30am-6pm EST | (10:30am-1pm Exclusive Hall Hours)

Friday, September 25: 10:30am-6pm EST | (10:30am-1pm Exclusive Hall Hours)

Saturday, September 26: 11am-1pm EST

Attendees can view all the booths in the UNITE Exhibit Hall during pre-conference days on Monday, September 21 and Tuesday, September 22 and can schedule appointments with many of the exhibitors.

Exclusive UNITE Exhibit Hall hours are offered when no other events or sessions are being held. During these times, Platinum exhibitors can chat live. Many exhibitors also offer the opportunity to schedule appointments and demos directly within their booths.

Don't miss this fun way to learn about the unique services UNITE exhibiting companies offer!

VIRTUAL PUPPY PLAYPEN

Back by popular demand! Be sure to check out the super cute and adorable puppies at play in the Virtual Puppy Playpen featured in the West Exhibit Hall!

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ICMA BOOTH



The ICMA Booth is in the West Hall of the Virtual Exhibit Hall. Links to resources such as Careers & Learning, Member Center, Global Programs Opportunities, and Publications & Research will be offered. ICMA staff will be on hand during the official hall hours Wednesday through Saturday to chat with you live and answer any questions you may have.

ICMA-RC BOOTH



Located in the East Hall of Virtual Exhibit Hall, the ICMA-RC Booth is the place to go to learn how to use and get the most out of ICMA-RC's Digital Toolbox. Receive retirement account information sent directly to your mobile phone and view all your personal financial accounts in one, secure location with Account Aggregation. To learn more, [CLICK HERE](#) to schedule an appointment with an ICMA-RC representative for your personal account Tune-Up.

Want assistance in identifying savings goals and to develop strategies to achieve these goals? [CLICK HERE](#) to schedule a One-on-One Consultation with an ICMA-RC Certified Financial Planner™.

EXPERIENCE

NETWORKING EVENTS

WEDNESDAY CONCERT CELEBRATION WITH SHERYL CROW

On Wednesday, September 23 at 6:15pm EST, join UNITE attendees for a night to remember! Grab yourself something to snack on, plug your laptop into the largest screen you own, and kickback and watch a musical performance by nine-time GRAMMY AWARD winner and music icon, Sheryl Crow. Get ready to have some fun with #1 hits such as "All I Wanna Do," "Soak Up the Sun," and more!

NOTE: This performance will not be accessible on the UNITE platform after September 26.



THURSDAY ART & SOUL HAPPY HOUR

On Thursday, September 24 at 6pm EST, make sure you meet-up with your fellow UNITE attendees for a one-of-a-kind UNITE event – the Art & Soul Happy Hour! During this one-hour event, you will have the opportunity to experience fun and interactive entertainment breaks, including:

ILLUSIONIST BEN SEIDMAN



LIVE BOLLYWOOD DANCING LESSONS



CARICATURE ARTIST



CHEF MEL'S CULINARY DEMO



DEREK BROWN'S HISTORY OF THE COCKTAIL MIXOLOGY



LIVE DUELING DJ'S



SAND SATIONAL ART



HEALTH AND WELLNESS ZONE

In the Health and Wellness Zone, attendees will have the opportunity to watch a variety of impactful, 15-minute sessions, where you can learn powerful techniques to improve your total health and well-being. Additional activities will include meditation, yoga, immunity boosting tips, and more. All these fun and creative stress relieving activities are available on-demand to attendees through December 31, 2020!

Cigna 15-minute Health & Wellness Sessions:

- P.L.A.N. for Stress!
- The Power of Making Connections
- Adjust Your Mindset to Thrive
- The Science of Happiness
- LIVE! = Join Cigna Health Expert, Walter “Clayton” Davis, MA for live Q&A sessions on Wednesday, September 23 and Thursday, September 24 from 2:45pm–3pm and 3:45pm–4pm.

Wellness Activities:

- Meditation
- Chair Stretching – Chair Yoga
- Stress Management Session
- Laughter Session
- Immunity Boosting Tips
- Zoomimal (animal) greeting session
- Barre 3 Workouts

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VIRTUAL 5K

It is time to get active and show off our amazing community with ICMA's first-ever Virtual 5K. The Virtual 5K is an event that you can participate in from any location you choose. Suggested activities include running, jogging, walking, skipping, biking, skating, rolling – well you get the idea, anything active! We encourage you to get creative and show off your community, favorite park, or the lake you love jogging around. You get to run your own race, at your own pace, and time it yourself. We can't wait to see you running, walking, or rolling on your own, with friends, families and pets! Be sure to share your participation of the Virtual 5K on social media using #UNITELocalGov.

Prizes will be awarded for the most creative activities shared on social media as well as for the fastest times!

Participants can begin submitting the form on Sunday, September 20 and must submit their Virtual 5K time by the end of UNITE on Saturday, September 26.

Submit your Virtual 5K time here.

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mejorando group
gettingbetterallthetime.com

ENGAGE

DIGITAL SWAG BAG

Personalize your UNITE experience with digital swag from ICMA. [Download your digital swag bag here.](#)

SHARE THE EXCITEMENT FOR UNITE

Tell us you're attending UNITE and share your amazing experiences throughout the event. Just use **#UNITELocalGov** on **Facebook** and **Twitter!**

UNITE CHALLENGE

Get ready to win with the UNITE Challenge! Want to be one of 10 lucky winners to receive a choice of free registration to a 2021 ICMA Regional or 2021 ICMA Annual Conference? Then this is your opportunity! As you spend time during the week on the UNITE platform, the more you explore, the more you score! Visit the Virtual East and West Exhibit Halls, take advantage of the Health and Wellness activities, view the ICMA Awards, and posting to the social media feed, are just a few examples of how your points will add up. Track your competition and encourage colleagues to take the UNITE Challenge!

ICMA will open the challenge on the same day your attendee credentials are delivered to access the UNITE platform. Watch for an email from mobilesolutions@psav.live on Thursday, September 17. The challenge will end at midnight EST on Saturday, September 26. The winners will be chosen the week after UNITE concludes. The winners will be personally contacted and will be announced in a post-event email.

Contest is open to all attendees except exhibitors, sponsors, and members of the media.

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CONFERENCE SPONSORS



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