

# 2025 NAGDCA Annual Conference Topic Ideas

1. Participant Engagement:
  - Engaging new hires amidst high turnover in the public sector.
  - Trending engagement techniques across the industry.
  - Case studies of successful engagement campaigns featuring NAGDCA Government Members.
2. Communication Strategies:
  - Turning strategy into actionable steps (potential interactive session).
  - Tailoring communication to various career stages (new hires, experienced employees, near-retirement, retirees), which types of materials are used (text, webinars, emails, etc.) and how is this budgeted?
3. Artificial Intelligence:
  - How AI is evolving and its applications in participant communications.
  - Interactive session on integrating tools like ChatGPT in real-time.
4. Cybersecurity:
  - Insights into cyber threats and protective measures for plan sponsors and participants.
  - Participant communication and education tips.
5. Plan Document Updates:
  - SECURE 2.0 updates (potential workshop).
  - Fixing common fiduciary and recordkeeper mistakes.
  - Preventative compliance activities for non-attorneys.
6. Generational Panel:
  - Representatives from Gen Z, Gen X, and retirees discuss what they value most in communication and benefits.
7. Understanding Fiduciary Duties:
  - Key responsibilities and strategies for plan sponsors.
  - Board/Committee responsibilities, education, and compliance with attending meetings.
8. Government-Specific Research:
  - Sharing insights and actionable data for public sector plans.
9. Auto-Enrollment and Escalation:
  - Generalizing strategies and sharing examples, acknowledging variations.
  - Evolution of auto features in the public sector.
  - How to influence lawmakers to implement change.
10. Recruitment and Retention:
  - Marketing benefits as part of recruitment efforts.
  - Simplifying plan communications for broader understanding.
11. Changing Landscape of Recordkeeping:
  - Addressing consolidation and its implications for RFPs and fiduciaries.
12. Overview of Plan Types Available for Public Sector Employers
  - Plan differences and qualifications

13. Surviving an Audit:

- Best practices and preparation tips.

14. Consultant Models:

- Simplifying complexities for fiduciaries.