

APRIL RINNE

A Catalyst for Associations and Their Members to Thrive in a World in Flux

Flux is both universal and timeless. April's approach to change and uncertainty—including a [Flux Mindset](#) and the [8 Flux Superpowers](#)—offers actionable insights for every person and organization.

After all, who isn't navigating a world in flux?

LAYERS OF FLUX

Associations looking to lead conversations about **leadership**, **innovation**, **culture**, and the future will find a powerful ally in April.

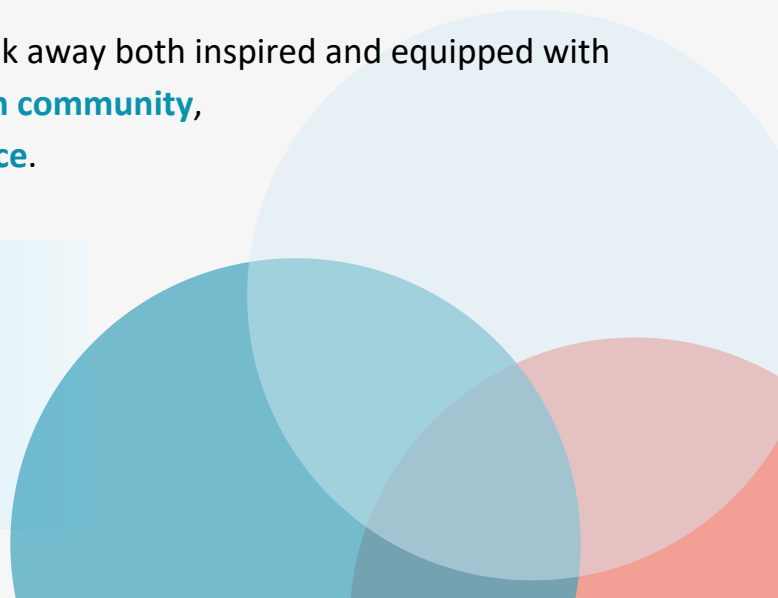
She brings the rare ability to reach hearts and minds in one keynote, meeting audiences where they are and **moving members forward** with clarity and care.

April helps participants befriend uncertainty, identify their own “enough,” and, in the words of one client, “make change suck less.”

With April on your stage, members will walk away both inspired and equipped with tools they can use right away to **strengthen community**, **foster connection**, and **lead with confidence**.

Everything went fantastic with April! The audience found her energetic, insightful and thought-provoking.

– NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS (NACE)



APRIL'S APPROACH

- * Delivers thoughtful, future-oriented keynotes rooted in global experience and human connection.
- * Balances substantive, researched insight with deeply personal storytelling and real-world application.
- * Inspires audiences to shift their perspective and find clarity in uncertainty.
- * Tailors each talk to each association's audience and context, while reinforcing your program's strategic goals.
- * Partners closely with bureaus and associations to ensure long-term value and success.
- * Is a joy to work with!

WHY APRIL?

- ➔ **Transformational delivery:** From big-picture mindset shifts to deeply personal storytelling, April delivers content that equips, connects, and transforms.
- ➔ **Global, diverse lens:** April's global experience and perspective (100+ countries) is unparalleled for associations with diverse members or who span multiple geographies.
- ➔ **Broad appeal:** April's talks resonate across roles, industries, and demographics: from the C-suite to mid-career managers, from rising talent to purpose-driven entrepreneurs and intrapreneurs.

The World is in Flux. So Are You.

Leadership today isn't about having the answers. It's about navigating the unknown with courage, clarity, and creativity.

Associations and bureaus are curating more than events—they're shaping thought leadership and professional growth for diverse audiences across industries.

April's message is rare in its reach, resonating across demographics, sectors, seniority levels, and cultures. Her work aligns naturally with core association goals: learning and development, trusted peer networks, advocacy, and meaningful community building.

April is a gifted speaker, and her talk at our conference was a highlight which has **inspired an entire industry to understand that business can be done differently!** With her inspirational, profound, and — at the same time — entertaining talk, she put an entire industry under her spell!

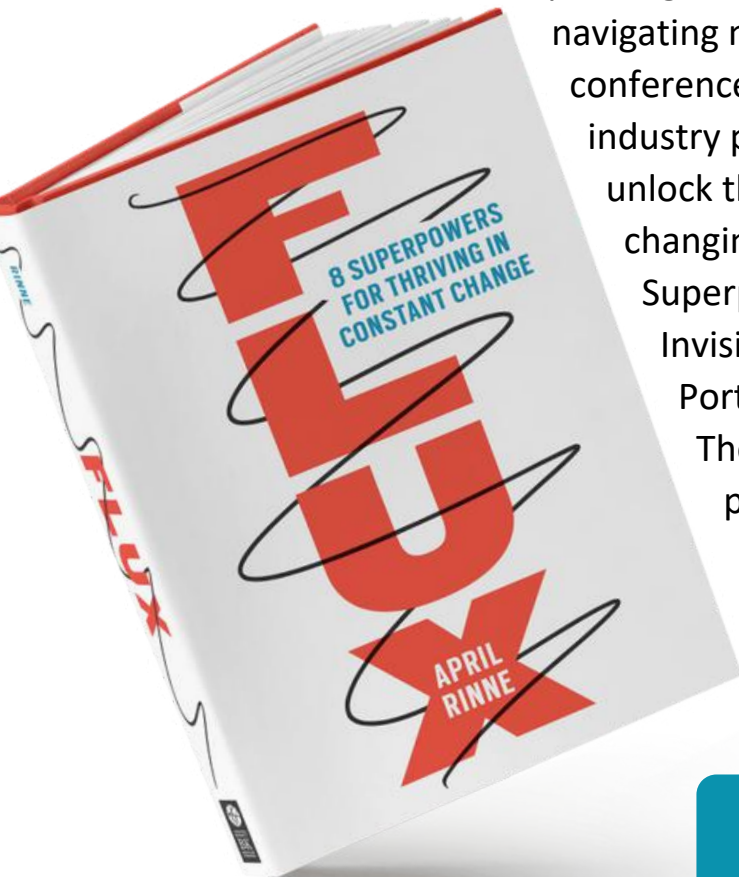
– INTERNATIONAL ASSOCIATION OF LEGAL PROTECTION

TRUSTED BY ASSOCIATION LEADERS WORLDWIDE

- American Planning Association (APA)
- American Rental Association (ARA)
- Association for Talent Development (ATD)
- Association of College & University Housing Officers - International (ACUHO-I)
- Association of Financial Professionals (AFP)
- European Petrochemical Association (EPCA)
- Global Confederation of Business Councils (GCBC; China)
- International Association of Legal Protection
- International Association of Speaker Bureaus (IASB)
- International Federation of Accountants (IFAC)
- League of California Cities
- Loan Syndications & Trading Association (LSTA)
- National Association of Colleges & Employers (NACE)
- National Association of Graduate Career Advisory Services (NAGCAS; Australia)
- National Rural Electric Cooperatives Association (NRECA)
- Nevada Economic Development Association (NEDA)
- Northwest Energy Efficiency Association (NEEA)
- Pension & Real Estate Association (PREA)
- Private Label Manufacturers Association (PLMA)
- The Institutes CPCU Society
- Women Presidents Organization (WPO)
- World Economic Forum (numerous Davos + regional summit engagements)
- World Travel & Tourism Council (WTTC)

FLUX

8 SUPERPOWERS FOR THRIVING IN CONSTANT CHANGE



April's signature keynote is designed for audiences navigating nonstop transformation. Whether planning conferences for corporate leaders, entrepreneurs, or industry professionals, this keynote helps participants unlock the mindset required to thrive in today's ever-changing environment. April shares her Flux Superpowers—like Run Slower, See What's Invisible, Start with Trust, and Create Your Career Portfolio—providing tangible tools for growth. The result: a deeply engaging, thought-provoking talk that resonates across sectors and seniority levels. This talk can be customized to align with your event's themes and audience needs.

Thank YOU April for all the insight and inspiration you brought to our community!

– THE INSTITUTES CPCU SOCIETY

SPEAKER REEL



For associations seeking rich, multidimensional programming, April also [offers Duo keynote opportunities](#) with her husband and fellow futurist, [Jerry Michalski](#).