

Association Focus

Monday 22 May 2023

Kap Europa Congress Center, Messe Frankfurt

11:30	REGISTRATION AND NETWORKING LUNCH
12:50	<p>Welcome and introduction</p> <p><i>Laura Jewell, Senior Relationship Manager & Jo Stamp, Senior Content Producer, IMEX</i> <i>Dennis Speet and Bart Antonissen, Amsterdam Convention Bureau</i> <i>Michael Biwer, Vice President Guest Events, Messe Frankfurt</i></p>
13:00	<p>Opening plenary session: Sustainability – less talk, more action!</p> <p>Has sustainability taken a back seat for your association? What does sustainability mean to you and your events? As we return to live events, the time has come for our industry to stop talking about making our events more sustainable, and take immediate, practical action. As well as industry led efforts to develop more sustainable events, members and delegates are also now expecting associations to implement and demonstrate more sustainable event solutions and practices. The session will bring together industry sustainability experts as well as associations to provide you with practical ways of reducing the carbon footprint of your events.</p> <p>Speakers: <i>Nika Kurent, Head of Events, Chartered Institute of Arbitrators</i> <i>Anne-Laure Leuba, Specialty Congresses team Manager, European Society of Cardiology</i> <i>Guy Bigwood, CEO, Global Destination Sustainability Movement</i> <i>Kai Hattendorf, CEO, UFI</i></p> <p>Moderator: Genevieve Leclerc, Co-Founder and CEO, #Meet4impact</p>

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Association Leadership & Management		Association Meetings & Events
13:50	Chair's opening remarks <i>Michelle Mason, President, ASAE</i>	Chair's opening remarks <i>Martin Sirk, Owner, Sirk Serendipity</i>
14:00	Mental health & wellbeing for associations The last couple of years have been nothing short of challenging. Association professionals around the globe have had to adapt to new ways of working, often under immense pressure. So, how do you keep staff and volunteers happy, motivated and engaged? And how do you create a culture of wellness that attracts new talent into your association? Speakers: <i>Colleen Eubanks, Chief Executive, International Association for the Study of Pain</i> <i>Margaret Walker, Executive Director, European Psychiatric Association</i> Moderator: <i>Amy Hissrich, Vice President, International Affairs, ASAE</i>	Association meeting and event experience design – how to create the wow factor! The power of events in connecting people has never been clearer, however what should your association events look and feel like in the future? How can you plan and execute innovative meetings on a budget? What is the place for digital and hybrid events in a post pandemic world? How can you create the best possible environment for your delegates to learn and connect with each other? Speakers: <i>Brenda Sanderson, Executive Director, Interaction Design Association (IXDA)</i> <i>Rodney Cox, Director of Flagship Events, International Gas Union</i> <i>Sina Bunte, Hybrid & Digital Events Producer, IUCN</i>
14:50	NETWORKING COFFEE BREAK	

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15:20	<p>Let's discuss! Diversity, equity & inclusion for associations We have heard so much about DE&I in recent years, but are we taking enough action? Are associations really getting better at tackling difficult conversations? Have they truly made changes that promote inclusivity? In this session we will have an open and honest discussion about leading with intention to enable and make change.</p> <p>Speakers: <i>Clark Massad, Vice President, Global Partnerships, International LGBTQ+ Travel Association</i> <i>Lakisha Ann Woods, CAE, CEO, The American Institute of Architects and Chair of the ASAE Board</i></p>	<p>Developing a robust commercial strategy for income generation and diversification At a time when association budgets are under pressure, it has never been more important to focus on developing commercial partnerships to increase revenue and minimise financial risk. Beyond event sponsorship, how can associations be creative and grow revenue not simply from events but from other possible income sources.</p> <p>Speakers: <i>Vicky Mant, Commercial Director, RenewableUK</i> <i>Fran Rickenbach, Executive Director, National Association of Nephrology Technicians</i> <i>Kai Troll, Head of Development, International Sport and Culture Association, President, ASSOCIATIONWORLD</i></p> <p>Moderator: <i>Ed Byers, Business Development, Canadian Society of Association Executives</i></p>
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<p>16:10</p>	<p>Membership growth and retention to build a thriving association community Members are at the very core of every association. To be strong, valuable and relevant in future, associations need to constantly evaluate and evolve their membership models and structures in order to grow their communities. Understanding the behaviour and needs of each membership group and integrating them into the association’s model is key to ensuring sustainable long-term growth.</p> <p><i>Speakers:</i> Carola van der Hoeff, President, AC Forum, Chief Operating Officer & Congress Director, FIP Iain Bitran, Executive Director, IPSIM</p> <p><i>Moderator:</i> Jakub Konysz, Chair, ASAE International Associations Advisory Council, and Founder & CEO, Global Navigators</p>	<p>The journey from RFP to contract - Revamping your RFPs This session will give you practical tips and ideas so that you know what to include in your RFP and don’t get caught out or surprised by your contracts.</p> <p><i>Speakers:</i> Jenny Ennis, Congress & events Director, ESSKA Genevieve Leclerc, Co-Founder and CEO, #Meet4impact Agnes Maignien, Head of Marketing & Events, ICCA</p> <p><i>Moderator:</i> Frances van Klaveren, Community Engagement Manager, ICCA</p>
<p>17:00</p>	<p>Chair’s closing remarks Michelle Mason, President, ASAE</p>	<p>Chair’s closing remarks Martin Sirk, Owner, Sirk Serendipity</p>
<p>17:30 -19:30</p>	<p>ASSOCIATION SOCIAL Marriott Frankfurt Hotel An evening of networking and reconnecting</p>	

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<p>15:20 - 17:10</p>	<p>Creating Successful Business Models that Deliver Optimum Results for Associations An interactive, immersive workshop designed specifically for AMCI members and IAPCO members. <u>By invitation only</u></p>
	<p>Facilitated by Oscar Cerezales, Chief Strategy Officer at MCI, participants will investigate trends impacting associations, future opportunities, and the implications these may have on AMC and PCO business models moving forward.</p> <p>The workshop will be introduced by the Chair of AMCI and President of IAPCO and will require participation and contribution from all involved.</p> <p><i>Speakers</i> <i>Mark Engle, DM, FASAE, Chair AMC Institute</i> <i>Sarah Markey-Hamm, IAPCO President</i> <i>Oscar Cerezales, Chief Strategy Officer, MCI</i></p> <p><i>Separate registration required for this part of the program. To register, please click here: https://www.surveymonkey.co.uk/r/IAPCO-AMCI-IMEX.</i></p>

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