



GA Association Workshop Program

Saturday, 28 May 2016

Location: The Westin Harbour Castle, Room “Pier Seven and Eight”

09.30 – 09.45	Welcome (Gregor Halff, GA Chair and José Manuel Velasco, GA Chair-elect)
09:45 – 11:15	From the Global Body of Knowledge towards a global capability framework (Anne Gregory, Jean Valin, Johanna Fawkes)
11:15 – 11:30	Stretch break
11.30 – 17.15	ASSOCIATION SUSTAINABILITY and DEVELOPMENT facilitated by IABC for the Global Alliance Presentations and round table discussions: <div>11.30 – 12.15: Why members connect What content, experience and value an association must provide to recruit and retain members? Presented by Mark Schumann, IABC/GA</div> <div>12.15 -13.15 Lunch break</div> <div>13.15 – 13.45: Membership: How to Recruit and Retain What specific ideas can work to secure and sustain member interest in an association? Facilitated discussion by Mark Schumann, IABC/GA and Therese Manus, NCA/GA Secretary</div> <div>13.45 – 14.15: Programming: How to Provide an Experience What specific ideas can work to attract and solidify member commitment to participate in an association's event? Facilitated discussion by Mark Schumann, IABC/GA and Therese Manus, NCA/GA Secretary</div>

14.15 – 15.00: Volunteers: How to Secure the Commitment

What specific ideas can work to consistently engage and inspire volunteers to serve the association?

Presented by Mark Schumann, IABC

15.00 – 15.30

Break

15.30 – 16.00: Finance: How to Sustain the Investment

What specific ideas can work to effectively and efficiently manage an association's limited finances?

Facilitated discussion by Mark Schumann, IABC/GA and Therese Manus, NCA/GA Secretary

16.00 – 16.30: Finance: The Finnish case on sustainability

Presented by Vilma Luoma-aho and Minna-Liisa Nurmilaakso, PROCOM

16.30 – 17.15: Closing: How Associations Thrive

What approach, focus and commitment is needed for an association to endure change, thrive with opportunity and serve members?

Presented by Annette Martell, IABC

17.15 – 17.30

Break

17.30 – 18.15

Global Alliance Annual General Meeting and Closing

18.15 – 19.15

Cocktail at the Presidential Suite
