

ASSOCIATION LEKGOTLA 2012

DRAFT PROGRAMME

DAY 1 - 28 February 2012

Association Marketing

- Understanding how to identify member needs, preferences and expectations
- Getting at "what members need but are not aware of, but is critical"
- Effective branding concepts and strategies - what is the promise you are making to stakeholders and how to best execute against these strategies

General Association Management

- Tactical plans to move ideas to concrete, measureable action - scenarios/case study examples
- Leadership: board & CEOs, volunteering, succession planning

Networking Activities

- How to make time more valuable in a networking environments. Examples of specific strategies that can be incorporated - e.g. speed dating, badge color-coding according to interest areas; structured roundtable discussions, and other cutting edge ideas

Strategic and Business Plans

- Strategic plans and how to tie the vision, mission, strategies and tactics into operational plans, the business plan and budget

Certification

- An example of how certification programs can provide loyalty to the association, the benefits of having one and the process of establishing a certification program

Ambassadors Program

- How do you engage members in your association for the long term. How to keep their involvement sustainable.
- Training and using volunteers and loyal members to reach out to current members and prospective ones

How to Balance your Association Volunteering with Your Day Job and with Your Personal Life

- Time and stress management strategies in today's 24/7 world. How to keep it all together and develop a life that is meaningful to your personal and professional aspirations.

DAY 2 - 29 February 2012

MORNING

Learning by doing

- How Association Managers and the Congress Industry in Africa can learn from each other

Bidding for and hosting an International Meeting

- The importance of doing an RFP
- Working with the meetings industry (PCOs, DMCs, CVBs)

AFTERNOON

Client-Supplier Speed-dating

- Associations and Suppliers from the meetings industry meet and get to understand each other's unique worlds

Our Panel of Experts will be available day 3 of Meetings Africa (01 March 2012) for one on one consulting on specific, immediate issues that your association is facing with a focus on problem solving and measureable outcomes.

Please schedule appointments through the Meetings Africa online diary system (available if you've indicated your attendance of the exhibition on 01 March 2012 on your application).