



ASSOCIATION DAY EDUCATION PROGRAMME HIGHLIGHTS – THIS PROGRAMME IS FREE TO ALL INVITED ASSOCIATION EXECUTIVES

ASSOCIATION DAY (20 OCTOBER 2011) - MORNING SESSION

- **An overview of association management in the Asia Pacific Region**
ASAE will share the results of a research study on the size and scope of associations in the Asia-Pacific region. Using the research findings as a starting point, an expert panel and participants will lead a discourse with the audience on current and future work in the Asia Pacific region around three areas: Membership Recruitment and Retention, Talent Acquisition and Management; and Communicating the Value of Your Association.
- **Designing New Learning Formats for Your Conference**
Are you seeking ways to truly meet your member's learning needs? Traditional sessions where content leaders present material and then encourage discussion may work for some attendees but not all. Many are interested in diving into a topic where they can explore an issue in-depth. Others prefer the opportunity to have a conversation around a topic that matters to them and still others prefer to get their information in sound bytes. This session will identify a variety of session formats that you can easily implement at your next association meeting.

ASSOCIATION DAY (20 OCTOBER 2011) - AFTERNOON SESSION

This session will discuss the general outlook of Association Meetings in the Asia with focus on key benefits and challenges.

- **Case study**
Featuring association meeting(s) which have been held in Asia with highlights on the financial and non-financial benefits of doing so and the challenges faced by the organisers.
- **Benefits and Challenges in Holding Association Meetings in Asia**
Besides financial benefits and educating your attendees, organising association meetings in Asia can reap many benefits: be it your association's reach and influence in Asia, extending your association network to Asia, motivating your attendees to be better at what they do, developing technical know-how and more. This panel will explore the benefits of organising association meetings in Asia and discuss how to overcome the challenges and turn them into benefits.
- **Roundtable Discussions**
A deep exploration on how to differentiate your meetings from other competitive meetings, how to create and communicate key values to achieve the best delegate experience in addition to any other key topics for discussion. A report on the key insights of the discussion will follow.
- **Looking into the crystal ball: Association meetings in the next 5 to 10 years**
In this session, you will learn from ICCA on the outlook of Association meetings in the next 5 to 10 years, as well as outlook of organising association meetings in Asia and what Asia may need to attract more Association meetings into this region. Following the presentation, you will have an opportunity to plan your future meetings.

ASSOCIATION NETWORKING EVENING @ MARINA BAY SANDS

All Association Day participants are specially invited to the Marina Bay Sands, where they will be treated to a guided tour of the Sands Expo and Convention Centre, Sands Sky Park, Marina Bay Sands Hotel and watch Wonder Full – The Light and Water Spectacular.