

# Association Focus



#IMEX24



MAY 13, 2024  
SHERATON FRANKFURT

**WELCOME, REGISTRATION AND NETWORKING LUNCH**

**WELCOME TO ASSOCIATION FOCUS**

The forces the world exerts need strategic thinking to move forward and power our associations. Events are a critical tool to bring these core strategies into action. Let's explore!

**SPEAKERS:**

**Martin Sirk**, Founder, Sirk Serendipity

**Laura Jewell**, Senior Relationship Manager, IMEX Group

**Dennis Speet**, Managing Director, Amsterdam Convention Bureau

**Michelle L. Mason**, FASAE, CAE, President & CEO, ASAE: The Center for Association Leadership

**1.00-1.40pm OPENING PLENARY SESSION: The adaptive mindset: five pillars to overcome adversity**

In a world defined by constant change, the capacity to adapt and thrive amidst adversity is paramount. Darren, a record-breaking disabled adventurer who has shattered barriers and set multiple world records since overcoming a life-altering injury, uniquely positions himself to share invaluable insights on the art of adaptation and resilience.

Drawing from his remarkable experiences, Darren unveils The Adaptive Mindset - The Five Pillars to Overcome Adversity, a transformative blueprint forged in the crucible of personal trials. Through this compelling narrative, he distils profound lessons that empower individuals and organizations alike to embrace change as an opportunity for growth.

**SPEAKER:** **Darren Edwards**, Strength through Adversity

<b>ASSOCIATION LEADERSHIP AND MANAGEMENT STRATEGY MEETS STORYTELLING</b>	<b>ASSOCIATION MEETINGS AND EVENTS STRATEGY IN ACTION</b>

**1.50pm CHAIR'S OPENING REMARKS**  
**Michelle L. Mason**, FASAE, CAE, President & CEO, ASAE: The Center for Association Leadership

**CHAIR'S OPENING REMARKS**  
**Martin Sirk**, Founder, Sirk Serendipity

**2.00-2.25pm From association storytelling to member storyfeeling - how to design emotionally charged, unforgettable stories for long-lasting impact**

**Power of partnerships: how to stop thinking! Co-designed and delivered by ICCA and association partners**

Authentically sharing our stories and creating emotional connections is mission critical when it comes to leading our teams and boards. This is differently but equally critical in our efforts to recruit, retain and grow memberships. Pigalle brings a unique perspective rooted in the neuroscience of designing transformative and immersive experiences that connect people, grow loyalty and work to drive outcomes.

**SPEAKER:** **Pigalle Tavakkoli**, Founder/Director, School of Experience Design

Most associations treat their meetings as a private matter, designed and delivered by an internal team (or PCO) for the benefit of their members. But what might happen if instead we put partnership at the center of our meetings philosophy? From RFP design to destination relations, from expanded attendance potential to weightier advocacy impact, from content to commercial opportunities, partnership thinking can radically improve our events. Challenge your perspectives on who you can usefully partner with, identify the assets that your association can bring to any partnership, and explore how to overcome the typical barriers that stop partnerships from succeeding.

**CO-MODERATOR:** **Martin Sirk**, Sirk Serendipity and **Frances van Klaveren**, Community Engagement Manager, ICCA

**SPEAKERS:** **Monica Fontana**, Executive Director, European Renal Association, **Jeanne Sheehy**, Chief Marketing Officer, Bostrom, **Denis Schultz**, Head of Events, WIP Renewable Energies

**2.25 - 2.45pm Thinking out loud: Building stories to elevate your associations and professions**

What are the stories you are telling your boards, staff and members? How are you bringing these alive from your web presence through to your events? Time to reflect, process and consider how to apply storytelling into member-focused stories that strengthen our ability to retain and grow member bases.

**Table conversations and report backs**

**2.50pm NETWORKING COFFEE BREAK**

<p><b>3.30pm The race to reskill: Building a future workforce</b></p> <p>Fresh off the World Economic Forum stating that 23% of jobs will change in the next five years, this is the time to understand the power of associations in supporting the transitions to a new future that will require upskilling and reskilling. It will require supporting culture building, continuing education and lifelong learning, a respect for a wide variety of trade and technical skills and understanding the value we all bring towards creating a common good and a world we can thrive in. What are the tools we have today and how are we making the most of them?</p> <p><b>SPEAKERS:</b>  <b>Meredith Ellison</b>, Executive Director, Association for the Advancement of Artificial Intelligence  <b>Lynda Bouchard Patterson</b>, President and Owner, AMPED, Chair, ASAE Board</p>	<p><b>Master the path to sustainable events and a net-zero future</b></p> <p>Sustainability. Regeneration. Carbon-neutral. Every organization is on a journey, yet many of us remain challenged to implement a strategy towards net-zero and to measure and communicate our impact. Look at key examples and together leave armed with tools and strategies that will help you build the ripple of sustainability at your events.</p> <p><b>SPEAKER: Guy Bigwood</b>, FIEMA, CEO and Chief Changemaker, GDS-Movement</p> 
<p><b>4.10pm Facing your challenges</b></p> <p>We asked you to share your greatest challenges today. In both facilitated and peer dialogues to share ideas, bestpractices and leave with tips and tools you can implement.</p> <p><b>FRAMING: Deanna Varga</b>, CEO &amp; Founder, Mayvin Global</p>	<p><b>AI: Artificial Intelligence meets Association impact</b></p> <p>AI is impacting every sector. It has the power to support and relieve time-consuming, mundane tasks, freeing up the humans for creative and strategic work. It has impacts on our data collection and usage, and while it has been around for decades, the impact of billions of new users means we have to take a deep breath, dive in and make it work for us. Let's talk.</p> <p><b>SPEAKER: Veemal Gungadin</b>, CEO, Gevme</p> <p><b>REACTION PANEL:</b>  <b>Annalisa Ponchia</b>, Sustainability Manager, AIM Group International  <b>Sina Bunte</b>, Hybrid and Digital Events Producer, IUCN  <b>Jon Bruno</b>, Executive Director, TIES</p>
<p><b>4.45pm What, why, who</b></p> <p>Taking a few moments for reflection, write or text yourself a key takeaway from today and why it matters. Remember to collect your accountability partner's details and anyone else who made an impact on you today.</p>	<p><b>What, why, who</b></p> <p>Taking a few moments for reflection, write or text yourself a key takeaway from today and why it matters. Remember to collect your accountability partner's details and anyone else who made an impact on you today.</p>
<p><b>4.55pm CHAIR'S CLOSING REMARKS</b>  <b>Michelle L. Mason</b>, FASAE, CAE, President &amp; CEO, ASAE: The Center for Association Leadership</p>	<p><b>CHAIR'S CLOSING REMARKS</b>  <b>Martin Sirk</b>, Founder, Sirk Serendipity</p>

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