



# Association FOCUS

18.05.26 KAP Europa



**IMEX**  
FRANKFURT MAY 19-21 2026

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## Monday, May 18

11:30am

### Arrivals and networking lunch

12:50pm

### Welcome

1pm

### Opening plenary sessions

#### Grounding in our why

As the pace of change accelerates and macro forces feel increasingly uncertain, it's easy to lose sight of the most fundamental element of any association—its mission. Take time to revisit your origin story, your why, your north star. Grounding yourself in purpose helps you shape programs, business imperatives, relationships and growth with clarity.

**SPEAKER:** *Sofya Abramchuk*

#### AI and future of work

AI is reshaping how associations operate. Explore what this means for the future of work, how industries and professions can recruit and retain top talent, and how you can ensure your community gains the skills needed for new ways of working.

**SPEAKER:** *Toby Bassford*

#### Strategy and leadership stream: Association resilience and growth in the age of AI

#### Association meetings and events

1:45pm

#### Welcome to the strategy and leadership stream

*Michelle Mason FASAE, CAE and Amy Hissrich*

#### Welcome to the association meetings and events stream

*Martin Sirk*

1:55pm

#### AI as a growth accelerator and catalyst

Gain a clear view of how AI can become a strategic advantage for association growth. Explore the opportunities of AI, understand the risks and leave with a roadmap to begin—or advance — your AI journey.



#### Designing for impact

Hear how different associations weave societal impact into event design and success metrics, boosting delegate engagement, strengthening destination partnerships, and better aligning events with their mission. Leave with an understanding of key concepts and models, and practical ideas you can apply to your own events, along with tips on securing stakeholder buy-in.

**SPEAKER:** *Genevieve Leclerc*

2:40pm

### Networking coffee break

<p>3:10pm</p>	<p><b>Situation room: Revenue diversification and new business models</b></p> <p>Work through approaches to generating new paths to member engagement, member value, and sustainable revenue. Explore how AI can unlock new opportunities and use its insights to walk away with actionable ideas.</p>	<p><b>Innovators and experiments</b></p> <p>Seven association volunteers share their future-focused event innovations (in just 90 seconds each). Discover ideas across marketing and partnerships, event formats, delegate engagement, data analytics and AI. Join fishbowl-style discussions to explore these ideas further and apply what you learn to your own work. The future of association events is already here— it's just not evenly distributed.</p> <p><b>SPEAKER: Ksenija Polla</b></p>
<p>4pm <b>Short break</b></p>		
<p>4:05pm</p>	<p><b>Situation room: Partnership and collaboration</b></p> <p>Partnerships amplify the impact of every association. Whether through advocacy or sponsorship, relationships shape your success. In a continually changing environment, explore how to evolve mutual benefit. Tap into the collective insight of association leaders to sharpen your approach and achieve stronger results.</p>	<p><b>Reworking networking</b></p> <p>Networking is often the main reason for attending association events, but means something different to every participant with many networking formats falling short. Break down networking into clear components and uncover strategies, activities and formats that support participants' specific goals. Discover the hidden opportunities already embedded in your events—in a fast-moving, fun and competitive format.</p> <p><b>SPEAKER: Bo Krüger</b></p>
<p>4:55pm</p>	<p><b>Final words and call to action</b></p>	<p><b>Final words and call to action</b></p>
<p>5pm</p>	<p><b>Walk or bus to Association Social</b> Marriott Frankfurt (10-minute walk from venue)</p>  	



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