

# STRATEGIES FOR CHALLENGING TIMES BUILDING YOUR THRIVING ASSOCIATION ESAE ASSOCIATION PROGRAMME

18 MARCH, 2009 | TOUR ET TAXIS, BRUSSELS IN CONJUNCTION WITH 

Join ESAE at EMIF in Brussels on 18 March - an unparalleled opportunity to participate in a truly pan-European event for association managers, combining knowledge-rich sessions with a range of opportunities to network and meet top suppliers.

## WHAT YOU CAN EXPECT

- + a full Association Day programme, sponsored by Lille
- + top speakers and presentations
- + VIP-access to EMIF (European Meeting Industry Fair) - a premier meetings and incentives exhibition in Brussels, the heart of Belgium
- + VIP networking evening on the exhibition site (dinner and entertainment)
- + VIP drinks
- + plenty of opportunities to visit suppliers and to network with senior colleagues



European Commission  
*Specialties:* anti-trust legislation, governance and accountability, registration of associations.

- + **Susan Sarfati:** Executive Vice President, American Program Bureau and CEO, Beyond Excellent!  
*Strategies for our changing industry:* What skills will keep you ahead in today's market?

A full afternoon programme continues the association programme with lunch, speaker sessions and round table discussions on Navigating VAT, Social and Viral Market-

ing, Enhancing your Educational Strategy, Revenue generating, Membership Relevance, Strategic Alliances and Partnerships, Working with Volunteers, Association Trends.

In the evening you'll hear from more speakers and our key sponsor, and you'll also engage in a dedicated session on the power of networking and how to use different business networks. A dedicated evening VIP visit to the exhibition and a networking reception at the VIP lounge completes a full day of association-focused learning and interacting.

This year, we face challenging times. It's more important than ever to maximise your association's resources and get the most from your supporters and stakeholders. We'll be talking about how to engage your members and work in partnership as part of a focus on Strategies for challenging times: Building your thriving association.

Get the most out of this knowledge-rich programme where you'll network, learn and keep on top of issues and trends in today's challenging climate as part of a uniquely knowledge- and contacts-rich opportunity. Some of the speakers we'll be talking to:

- + **Gérard Legris:** Head of Unit responsible for Transparency, Relations with Stakeholders and External Organisations,

### Are you a meeting or event planner, located in Europe, and responsible for organising, influencing or making budgetary decisions for international meetings, conference, travel, exhibitions or incentives?

You are eligible for EMIF's exclusive hosted buyer programme, offering travel and accommodation for qualified managers. Don't miss the chance to take advantage of this added incentive helping you to get the most out of this packed event.

APPLY NOW to attend EMIF as a hosted buyer [www.esae.org/hostedbuyer](http://www.esae.org/hostedbuyer)  
Apply now to attend EMIF as a local, free delegate [www.esae.org/register](http://www.esae.org/register)

## FIND OUT MORE

[www.esae.org/associationprogramme](http://www.esae.org/associationprogramme)  
[www.emif.com](http://www.emif.com)

## CONTACT

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