

ESAE – What is it ?



- **ESAE is a well-established European association supporting and representing association managers in Europe.**

ESAE – Role and mission

- **ESAE's mission is to deliver a range of opportunities to learn and exchange ideas and insights with other association executives across the continent and beyond.**
- **ESAE provides valuable resources to members.**
- **ESAE supports best practice through a wealth of seminars and events highlighted by keynote speakers from senior levels in industry, government and association management.**

National associations in Europe

- Attract new members
- Retain existing members
- French association of association executives - www.cedap.asso.fr
- German association of association management - <http://mitgliederliste.dgvm.de>
- Greece/Cyprus – <http://scsv3.metacanvas.com/EN/news/354.html>
- Netherlands association of association executives - www.vm-online.nl
- Swiss association of association executives - www.verbandssekretaere.ch/french/vsv_french.htm
- Spanish association of association executives - www.korazzaejecutivos.com

Other national associations

- American Society of Association Executives (ASAE) – www.asaecenter.org
- ANGECAI Assoc. Nac. de Ejecutivos de Organismos Empresariales y Profesionales (Mexico) - www.angecai.org.mx
- Australian Society of Association Executives (AuSAE) – www.ausae.org.au
- Canadian Society of Association Executives (CSAE) – www.csae.com
- Egyptian Society of Association Executives (EgSAE) - www.egyptngosupport.org
- New Zealand Society of Association Executives - www.nzsae.org.nz



Growing your association

- Promote: marketing and communications
- Invite: communicate using new technology
- Network: accessing content, people and resources
- Collaborate: partnerships and strategic alliances
- Offer: latest EU law changes, a platform for discussions and special rates to members
- Update: provide feedback and customer service

Associations as a unifying source in Europe

- Partnerships - ESAE has developed a partnership with EMIF successfully attracting many associations to network in Brussels
- Knowledge sharing - research from FAIB and pan-European publications
- Resource sharing - on legislation and policy
- New member states – ESAE is currently exploring how to involve these new countries in ESAE activities
- Brussels as international hub - Brussels seen as the location for thousands of associations many with international members

Associations as key to networking in challenging times

- Events
- Workshops/new techniques and knowledge
- Job search
- Skills development
- Social networking and technology – ESAE is building upon the virtual association and establishing a presence on networks like LinkedIn and Xing.

Mentoring and teaching role of associations

- Many associations have training programmes such as CPD courses to develop a delegates knowledge and qualifications about certain topic areas.
- Institute of Association Management (IofAM) is introducing a Level 1 CPD certificate where delegates attend a set number of seminars and complete online courses to gain training qualifications.
- ASAE (www.asaecenter.org), CSAE (www.csaec.com), AuSAE (www.ausae.org.au) also carry out similar recognised Certified Association Executive programmes.
- ESAE ECAM programme – The European Certificate in Association Management (ECAM) programme was based on actual work experience and offers association managers an opportunity to document their professional status through a programme of personal development and certification. ESAE is currently considering reviving this programme to combine it with online education.
- ESAE's CEO briefing/CEDAP CEO briefing.

The role of AMCs and ESAE as a uniting force

- AMCs support the association: administration, strategy and guidance
- Grow the membership database
- Raise awareness – establishing partnerships and developing networking events
- Share best practice
- Lobby to influence changes in legislations and policies for the benefit of the industry
- Highlight the relevance of associations, encouraging buy-in and engagement

The future

- European associations as the basis for conflict resolution, negotiations and reinforcing common goals.



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www.esae.org