



ESAE annual congress offers chance for debate in Brussels

January 2007

ESAE - the European Society of Association Executives - was pleased to welcome senior association professionals from across Europe to its annual congress, exhibition and dinner in Brussels in January,

Over 50 delegates, speakers and partners from across Europe and the USA joined a range of speakers for two productive days of discussion, presentations, networking and workshops. Congress sessions focused on issues facing associations in Europe and offered practical approaches to the challenges in today's competitive market.

Keynote speakers included John Graham, President and CEO of the American Society of Association Executives, who discussed ASAE's focus on knowledge, learning, community and advocacy as the basis of the growth and leadership role of the association. Rachel Barlow - Vice President, Kellen Europe - offered a practical and conversational overview of the complexities of European lobbying, while Christoph Raudonat, Executive Director, Association Internationale des Jeunes Avocats /International Association of Young Lawyers, led a discussion on the challenges and triumphs recruiting young members, illustrated by personal examples. Gerard Legris, European Commission Head of Unit responsible for Transparency, Relations with Stakeholders and External Organisations, focused on the role of the new register for lobbyists with suggestions on how European associations can benefit and stay involved.

The event also featured a series of panel discussions on the future role of European associations headed by Pablo Serrano, General Secretary, ASPACK - Spanish Carton Makers Association - and Director of Korazza Ejecutivos, and John Wilkinson, President of the Institute of Association Management.

An exhibition offered delegates and speakers the opportunity to interact with a range of suppliers – destinations, venues and specialised technology and software.

ESAE President Luc Maene (also Director General of the International Fertilizer Industry Association) chaired the range of congress sessions and panel discussions. He commented:

"This pan-European event was a real success - an opportunity for ESAE to stimulate discussion and networking on the part of European associations. It was just one of several initiatives ESAE offers throughout the year to encourage members, boards, suppliers and stakeholders to take a proactive role - exchanging information, advising on good practice, and encouraging involvement. I look forward to building on the momentum with more events like this one in the coming months."

Ends

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Notes to Editors:

ESAE - the European Society of Association Executives - is the premier, European association supporting and representing association managers in Europe. ESAE provides an international framework for round-tables and presentations throughout the year, highlighted by keynote speakers from senior levels in industry, government and association management.

ESAE members enjoy a range of opportunities to learn and exchange ideas and insights with other association executives across the continent and beyond. Throughout the year, members can access a wealth of events, seminars, networking initiatives and educational activities supporting their ongoing requirements for continuing education, professional recognition and information exchange.

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