# OUR BEST IDEAS TAKE FLIGHT.

asaecenter.org/GreatIdeasAsiaPacific



**10–12 April 2016**Kowloon Shangri-La Hotel
Hong Kong

# Are you senior staff of an industry or professional society?

Expand your knowledge of association management while you network with colleagues from across the Asia Pacific region and from around the world.

Conference, Asia Pacific where you will gain valuable insights into managing your association more effectively during education sessions, share ideas and collaborate with colleagues, and meet a variety of industry suppliers from around the world.



asaecenter.org/GreatIdeasAsiaPacific

# ABOUT THE CONFERENCE

ASAE's Great Ideas in Association Management Conference is a unique opportunity for association executives in the Asia Pacific region to gain valuable information to manage their organization better, share ideas with colleagues, and elevate the role of their association.

The content for the conference has been developed by the 2016 Content Advisory Task Force, a group of your association peers from the Asia Pacific region, and will be delivered by executives with a wealth of association management experience. Presenters will encourage discussion and the expression of diverse perspectives, so come willing to share your experiences on the various topics.

There are two tracks of programming. One is developed for more experienced CEOs and senior staff. The other is for those relatively new to the association management profession; sessions within this track are labeled as Foundational

Please note: English will be the official language of the conference.

Thank you to our Event Partner and Conference Sponsor: **Hong Kong Tourism Board** 



# 2016 CONTENT ADVISORY TASK FORCE

#### Steven Basart

Manager China Kellen Beijing, China

#### Jon Bisset

Chief Executive Officer
Community Broadcasting
Association of Australia
Alexandria NSW, Australia

#### Sabrina Chan

Executive Director
The Hong Kong Association of
The Pharmaceutical Industry
Wanchai, Hong Kong

#### Cordella Wong Gillett

Managing Director Asia Pacific, Society of Petroleum Engineers Kuala Lumpur, Malaysia

#### **Noor Ahmad Hamid**

Regional Director
Asia Pacific, International
Congress and Convention
Association
Selangor, Malaysia

#### Michael Kim

Manager ASAE Korea Seoul, Republic of Korea

### Francesco C. Leboffe

Manager, Conventions MEHK, Hong Kong Tourism Board New York, USA

#### John Peacock

General Manager Associations Forum Artarmon NSW, Australia

### Octavio "Bobby" Peralta

President and CEO
Philippine Council for the
Advancement of Association
Executives
Makati City, Philippines

### Patrick Ran, Ph.D., SHRM-SCP

Chief Operating Officer SHRM China Chief China Representative SHRM Corporation Beijing, China

#### Maria Tong

Manager ASAE China Beijing, China

#### Anne Blouin, CAE

ASAE Representative Washington, DC, USA

#### Greta Kotler, CAE

Chief Global Development Officer ASAE Washington, DC, USA

### Rhonda Payne, CAE

Chief Learning Officer ASAE Washington, DC, USA

### **ABOUT ASAE**

ASAE is a membership organization of more than 21,000 association executives and industry partners representing 10,000 organizations, based in Washington, DC, USA with offices in Beijing and Seoul. Our members manage leading industry associations, individual membership societies, and voluntary organizations across 50 countries around the world. For more information about ASAE, visit asaecenter.org.

### **ASAE STAFF CONTACTS**

Greta Kotler, CAE

Chief Global Development Officer gkotler@asaecenter.org

Megan Kuhman

Senior Manager, Global Development mkuhman@asaecenter.org





Dear Participants,

We are excited to present the 2016 ASAE's Great Ideas in Association Management Conference, Asia Pacific. For 95 years, ASAE has provided research based resources, knowledge, and professional development to the association community. This is ASAE's second conference in the Asia Pacific, and we are delighted to continue to deliver valuable content in the region.

Last year, association professionals from 16 countries and 52 cities gathered in Hong Kong to gain resources to better manage their associations, build fellowship with their colleagues, and expand their career possibilities. This conference is your opportunity to address current challenges, share your successes, and elevate the profession in the region. We hope you will join us in 2016 as we continue to connect great people and great ideas.

I would like to offer a special thank you to our Event Partner and Conference Sponsor, the Hong Kong Tourism Board (HKTB). Their support has helped bring this exciting offering to the region.

I look forward to seeing you in Hong Kong in April 2016

Sincerely,

Q. N. Hala I

John H. Graham IV, FASAE, CAE President and CEO, ASAE Washington, DC, USA

# SCHEDULE-AT-A-GLANCE

SUNDAY, 1	O APRIL
09:00 – 16:00	Preconference: Essential Practices in Association Management (Foundational) 🕻
10:00 – 15:30	Optional Sightseeing Tour 🐧
12:30 – 15:00	Asia Pacific Federation of Association Organizations (APFAC Meeting
15:00 – 19:00	Registration Open
16:30 – 18:00	Speaker Briefing
18:00 – 19:30	Welcome Reception, hosted by the Hong Kong Tourism Board

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07:00 – 15:30	Registration Open
08:00 – 09:00	Continental Breakfast, hosted by the Hong Kong Tourism Board Table Top Exhibits Open
09:00 – 10:00	Opening General Session  Economic Trends across the  Asia Pacific Region
10:00 – 10:45	Networking Break
	Table Top Exhibits Open
10:45 – 12:00	Education Sessions
12:00 – 13:30	Networking Lunch
13:30 – 14:45	Education Sessions
14:45 – 15:15	Networking Break
15:15 – 16:30	Education Sessions
17:00 – 18:30	Conference Reception, hosted by <b>Aptify</b>

**MONDAY, 11 APRIL** 

IUESDAI, I	Z APNIL
07:30 - 08:00	Special Education Session
08:00 – 09:00	Continental Breakfast, hosted by <b>Dubai Association Centre</b> Table Top Exhibits Open
09:00 – 10:15	Education Sessions
10:15 – 11:00	Networking Break Table Top Exhibits Open
11:00 – 12:15	Education Sessions
12:15 – 13:30	Networking Lunch
13:30 – 14:45	Education Sessions
14:45 – 15:15	Networking Break Table Top Exhibits Open
15:15 – 16:15	Closing General Session The Digital Transformation Imperative
16:15 – 16:30	Wrap-Up/Closing Remarks from the Hong Kong Tourism Board and ASA

Conference Adjourns

THESDAY 12 APRIL



16:30

# PRECONFERENCE

SUNDAY, 10 APRIL

### 09:00 - 16:00

### **Essential Practices in Association Management (Foundational)**

Attendance is limited; register early.

Associations have the unique ability to enhance the personal and professional lives of individuals in virtually every business sector and industry. Because associations are indispensable within the industry, profession, and society, it's vitally important for those working in the profession to have an understanding of their nature and history.

Specifically designed for those who are new to the profession or have fewer than five years of experience in the field, Essential Practices in Association Management outlines the basic framework of associations.

Learn how your role contributes to the overall success of the organization through the following modules:

### Association Management Foundation

Recognize the importance of associations and review the roles associations play within the industry, profession, and society. Characterize different types of associations and articulate the significance of having a mission, vision, and value statement.

### • Governance and Volunteer Management

Illustrate the roles and relationships of those within the governance structure. Describe the governance system and organizational units, classify the diverse patterns of volunteer involvement, and summarize the volunteer management process.

### Membership Value

Discuss the value of membership. Identify traditional benefits and explore ideas and realizations uncovered through the research of *Decision to Join*.

### Trends and Success Measures

Recognize external and internal trends and their impact on the association sector. Compare the commitment factors identified in 7 *Measures of Success* and discover concrete steps that can be taken to improve organizational performance.

### **FACILITATORS:**

Maria Tong, Manager, ASAE China (China)

Chester Chu, Director Association Management and Consulting, MCI Asia Pacific (Singapore)

10:00 - 15:30

### **Optional Sightseeing Tour**

See all the highlights of Hong Kong on this orientation tour. It is a great way to get to know Hong Kong and its famous landmarks and history. Attendees will ride through Victoria Harbour, Repulse Bay, and visit Hong Kong's famous fishing village Aberdeen. This free tour will end with a Dim Sum lunch at Jumbo Kingdom restaurant. This tour is free.

12:30 - 15:00

# Asia Pacific Federation of Association Organizations (APFAO) Meeting

By Invitation only.

15:00 - 19:00

**Registration Opens** 

16:30 - 18:00

### **Speaker Briefing**

By Invitation only.

18:00 - 19:30

### **Welcome Reception**

hosted by the Hong Kong Tourism Board



Separate registration is required.

# CONFERENCE

MONDAY, 11 ÁPRIL

07:00 - 15:30

**Registration Open** 

08:00 - 09:00

**Continental Breakfast** 

hosted by the **Hong Kong Tourism Board** 



08:00 - 09:00

### **Table Top Exhibits Open**

Pick up your name badge and a quick bite. Then, head on over to get to know the exhibitors.

09:00 - 10:00

### OPENING GENERAL SESSION

# **Economic Trends Across the Asia Pacific Region**

The Asia Pacific region, with 37 countries, is a large, diverse area. It is also a major growth area for economic development and opportunity. Join us for the opening session to get a first-hand look at the economies across and within the region. What are the trends? What are the opportunities? What are the alliances and partnerships? After a look at the overall economic development of the region, we will also look at its implications for the growth and development of associations.

Mr. Gregory So Kam-leung, GBS, JP (invited), Secretary for Commerce and Economic Development, Commerce and Economic Development Bureau, HK, SAR Government

10:00 - 10:45

# Networking Break Table Top Exhibits Open

## 10:45 – 12:00 EDUCATION SESSIONS

There are three sessions listed during each education block. Please select the one that best meets your needs.

# **Capture the Attention of Your Members**

The modern era has left us inundated with demands on our time. To compensate for this chaotic bombardment of attention grabbers, we are all getting better at filtering—and this includes your members. The value of curated content is greater than ever, and that means you need to differentiate the messages that your association is trying to deliver. Every second is valuable, and this means delivering the right message to the right member. How are you going to capture (or recapture) the attention of your customers, members, or conference attendees? Find out how to make your messages compelling so that your members become your greatest advocates.

Stephen Revere, CEO and Managing Director, 10 Media (Korea)

# **CEO Forum: Perspectives on Association Management**

Join this leadership-oriented, interactive dialogue about building member value, staying relevant, integrating social media wisely, and identifying major challenges and trends within association management. Hear association CEOs from around the world discuss their own organizations' challenges and successes, especially in terms of change management and the process of transforming great ideas into action.

### MODERATOR:

**Marsha Turner, CAE,** CEO, International Association of Lighting Designers (USA)

### PANELISTS:

Graham Catt, CEO, Australian Veterinary Association (Australia)

Abe Eshkenazi, CAE, CSCP, FACHE, CPA, CEO, APICS (USA)

**Octavio "Bobby" Peralta**, Secretary General, Association of Development Financing Institutions in Asia and the Pacific (Philippines)

# **Effectively Managing Volunteers** (Foundational)

Learn how to create and foster an environment that will attract and retain volunteers to your organization. Identify behaviors essential to healthy staff/volunteer relationships and determine effective systems for communicating with volunteers and ways that you can empower them. Leave with a better understanding of volunteer management and how doing it successfully can ensure a healthy and vibrant organization. Take with you concrete ideas on how to recruit, reward, and retain the volunteers you want and need.

**Chester Chu**, Director Association Management and Consulting, MCI Group Asia Pacific (Singapore)

12:00 – 13:30

**Networking Lunch** 

### 13:30 – 14:45 EDUCATION SESSIONS

# Open Forum: 5 Scenarios to Assist Good Board Governance

How your board operates is critical to your association. This interactive session will provide situations attendees can analyze to identify problems and possible solutions. The topics will include challenges that have arisen regarding defining roles and boundaries, vague constitutions, associations that don't know the role of members, getting the right board of directors, and having a board that add value.

**Denys Correll,** Manager, Client Services, Associations Forum (Australia) **John Peacock**, General Manager, Associations Forum (Australia)

# Social Media for Businesses and Brands (Foundational)

The importance of social media today cannot be overemphasized. In a world where millennials and the not-so-young are hooked on various social platforms, brands and business are now turning to social media as their new marketing platform to communicate and engage. Facebook, Twitter, and Instagram have evolved from just mere consumer platforms to part of the entire digital marketing mix of media tools brands use to establish a relationship with their audience. Learn how to use social media to empower and engage your audiences effectively by looking at the fundamentals of social media, successful case studies and practices, and how they can be applied to your organization.

**Donald Patrick Lim**, Chief Digital Officer, ABS-CBN Corporation (Philippines)

### **Talent Management in Associations**

This interactive session, in a format of panel speaking and discussion, will invite seasoned association executives and human resource management experts to talk about the challenges that associations are facing in terms of sourcing, recruiting, motivating, engaging, and developing talent in their organizations to achieve business success. The panelists will address in-depth questions on how associations in the Asia Pacific region are preparing for and coping with these challenges. In particular, the panel will focus on the business requirements and demand for talent management and development in associations. Detail topics will cover the workforce analysis, talent competency model, and strategies and approaches to train and development key talents so as to integrate the employees' career path with the mission, vision, and business growth of associations.

### MODERATOR:

Patrick Ran, Ph.D., SHRM-SCP, SHRM China (China)

### PANELISTS:

**Kin-Mei Kwan,** Executive Director, Hong Kong Institute of Human Resource Management (Hong Kong)

Vicky Li, Regional Director, North Asia Chartered Institute of Management Consultants (China)

Patrick Rooney, Managing Director, Asia-Pacific & Middle East, The Association of Executive Search and Leadership Consultants (Hong Kong)

14:45 - 15:15

Networking Break
Table Top Exhibits Open

### 15:15 – 16:30 EDUCATION SESSIONS

# China Forum: Ready for a New Era of Chinese Associations?

This session will be presented in Chinese and translated into English.

China non-governmental organizations (NGOs) are undergoing a dramatic revolution where associations will become more independent from the government and more market driven. A new NGO law is in the air, which implies a remarkable change to Chinese associations in the next five years. Experts say Chinese associations will be facing challenges of survival and development in an open competition while opportunities are also ahead. What are the trends that associations have to know to prepare for the significant transformation? How do Chinese associations grasp the golden moments to grow and stand out in the global association stage? What are the opportunities for international exchange and cooperation? In this panel session. ASAE invites both Chinese and international association leaders and experts to share their strategic insights and recommendations. It is a great chance for both Chinese associations and international associations who have developed or plan to develop in the Chinese market to participate in a dialogue with their counterparts and learn from each other.

### MODERATOR:

Maria Tong, Manager, ASAE China (China)

### PANELISTS:

Abe Eshkenazi, CAE, CSCP, FACHE, CPA, CEO, APICS (USA)

**Gregory Fine, CAE, CEO**, Turnaround Management Association (USA)

**Song Tao,** Deputy Secretary General, China Automobile Dealers Association (China)

# **Critical Financial Management Issues: A Conversation That Matters**

Financial understanding is an underlying deficiency with many boards. Are you helping your board understand the finances of the association so that they can properly fulfil their fiduciary responsibilities? What are the key financial management issues for the effective leader of a small association? Share and discuss your top concerns that affect daily decision making.

John Peacock, General Manager, Associations Forum (Australia)

# **Effective Delivery of Events** (Foundational)

Most associations offer a wide array of products including conferences, symposiums, and educational events of varying sizes. While it is standard practice to produce educational content in many conferences, what makes associations unique is that they often have to seamlessly blend staff's production timelines with the willingness of volunteers to provide their time and effort, all while planning for the event's logistic requirements. How does an organization balance the input from its stake holders? What determines success, technical content quality, or audience? Who determines the final direction of an event—those subsidizing the operational cost, or the audience paying the registration fees? This session will take a practical look at best practice strategies for the development of conference programs, engaging and working with volunteers, and the management of the various stakeholder groups uniquely found in association management to effectively and productively deliver on valuable event outcomes.

**Stephanie Gillett**, Senior Event Manager, Asia Pacific, Society of Petroleum Engineers (Malaysia)

### **The Journey to Great Governance**

Nonprofit boards of directors are accountable to public and stakeholder expectations, but some boards fulfill that mission well, and others perform at exceptional levels. Drawing on a multi-year series of research studies by the ASAE Foundation and first-hand stories from 85 associations, this session will define some of the key exceptional practices and describe the stages, processes, and tools that boards and staff have used to move from good to great. Explore how strategic change management principles can be applied to changing a board's structure and the improvements that can come about as a result.

**Susan Robertson, CAE,** Executive Vice President, ASAE, President, ASAE Foundation (USA)

# 17:00 - 18:30 Conference Reception hosted by Aptify



After a day of learning, take advantage of this time to relax with your colleagues and share your ideas as well as what you have learned and what you might try differently.

### TUESDAY, 12 APRIL

### 07:30 - 08:00 ÉDUCATION SESSIONS

# 8 Techniques for Successfully Doing Business in Hong Kong

Get a jumpstart on successfully doing business in Hong Kong. This fast-paced session will address how to get started, strategic partnerships, legal and financial information, and more.

**Francesco C. Leboffe**, Manager, Conventions, MEHK, Hong Kong Tourism Board (USA)

08:00 - 09:00

### **Continental Breakfast**

hosted by ASAE's Event Partner,

**Dubai Association Centre** 



**Table Top Exhibits Open** 

### 09:00 - 10:15

# **Doing Business: Approaches and Lessons from For-Profit and Nonprofit Organizations**

Nonprofit organizations have unique challenges in their business models; ultimately, they must balance their missions and member needs against financial sustainability. In the for-profit sector, financial success is the focus, and servicing its clients and stakeholders is often a byproduct of the aim for profitability. But what happens when people transition from a for-profit to a nonprofit organization? How do the approaches to sales, operations, and product strategies change? What is it like to have volunteers and members determine the direction of your business instead of focusing exclusively on profitability? Learn what best practice approaches as well as lessons can be learned from both sectors in the transition of staff members from profit-centric to member-centric industries.

**Waleed Rafaay**, Managing Director, Middle East, North Africa and India, Society of Petroleum Engineers (UAE)

**Michelle Tan**, Senior Manager, Asia Pacific, Events, Society of Petroleum Engineers (Malaysia)

### **The Future of Online Engagement**

Associations know more about their industry and profession than anyone else in the world—they just don't realize it. Leveraging the latent knowledge and relationships in an online community is the essence of engagement. The world's most innovative platforms learn about you and who and what is meaningful to you the more you use it. Take a short journey into the world of machine learning in the context of 21st Century association success.

Robert Barnes, Director - Australasia, Aptify (Australia)

### **Open Forum: Ask the Experts**

Do you have a question? Do you want to explore an idea with an experienced association executive? If so, this is your opportunity. Please join this informal session with the gurus who together have more than 50 years of association management experience. Find out about their challenges, and how they built successful associations. Ask about how they are dealing with all the current disruptions in association development. If they were starting now, what would be their focus? What could they skip? What are their plans for the future? Share your issues and get the benefit of their experience to come away with great ideas for your own association development.

### MODERATOR:

Gregory Fine, CAE, CEO, Turnaround Management Association (USA)

### PANELISTS:

**Jon Bisset**, Chief Executive Officer, Community Broadcasting Association of Australia (Australia)

**Sabrina Chan**, Executive Director, Hong Kong Association of The Pharmaceutical Industry (Hong Kong)

**Bob Chen**, Managing Director, Project Management Institute China (China)

John H. Graham IV, FASAE, CAE, President and CEO, ASAE (USA)

### 10:15 - 11:00

# Networking Break Table Top Exhibits Open

### 11:00 – 12:15 EDUCATION SESSIONS

# Challenges Experienced by International Component Associations in Local Markets

Asia provides associations with opportunities ranging from freshly emerging to mature and established markets. However. Asia also features an extremely diverse set of languages. cultures, political situations, and regulations. For organizations that are planning to enter into the region, there are several considerations and challenges to take into account. Specifically, varying views toward volunteerism and legal constraints and possibilities. Organizations must ask themselves many auestions, including: How do we enter into true win-win partnerships with established existing national associations? Who determines the allocations of resources in a country—the headquarters, the regional office, or the local component leadership? What does it take for a headquarters office to integrate the local work force, politics, and laws into its business and policies? This session will look at how organizations strike the delicate balance between market growth, expansion, and delivering on mission as a component association in Asia.

### MODERATOR:

**Nikki Walker**, Vice President Global Association Management and Consulting, MCI Group

# **Creating a Strategic Plan in a Day** (Foundational)

Creating a strategic plan may be daunting. But in actuality, an association's board and senior staff can create a three year strategic plan in one full, exciting day. In this fast-paced session, you will walk through the how to of crafting a coherent framework that links a strategic plan to organizational plans, budgets, agenda, minutes, and annual reports.

**Denys Correll**, Manager Client Services, Associations Forum (Australia)

### **Regulatory Challenges**

Regulatory challenges continue to be of high importance for associations and professional societies across the region. This session aims to provide an interactive discussion on high-level trends in regulatory challenges in Asia and how industries are dealing with new regulations and trade issues. When it comes to new regulations and trade matters, how do associations manage to keep an ear on the ground? How successful are they in setting up dialogues with the government? How do they do they participate in the legislative process building and further relations with regulatory agencies? Learn from actual case studies and ask the experts!

### MODERATOR:

**Steven Basart**, Director China, International Food Additives Council (China)

### PANELISTS:

Hans Craen, Executive Director, Battery Association (Belgium)

**Dom LaVigne**, Director of Government and Public Affairs - Asia Pacific/Middle East, Methanol Institute (Singapore)

**Alfons Westgeest**, Government Affairs Liaison, Chamber of Commerce (Belgium)

12:15 - 13:30

### **Networking Lunch**

### 13:30 – 14:45 EDUCATION SESSIONS

### **Enhancing the Meetings Experience**

Meetings, whether large congresses or smaller events, are the lifeblood of an association. Since meetings are such an important revenue source, how can you be sure that your attendees are fully engaged? It's likely not by filling their conference tote bags with goodies or organizing more generous lunch buffets. Instead, you can enhance your attendees' experiences by approaching the design of your meeting in a manner that engages a cross-spectrum of attendees, including your international attendees. In this interactive session, explore ways your attendees can have more meaningful and sustained engagement.

**Francesco C. Leboffe**, Manager, Conventions, MEHK, Hong Kong Tourism Board (USA)

Ambarish Paralikkar, Director, CIMGLOBAL (India)

**Noor Ahmad Hamid**, Regional Director, International Congress and Convention Association, Asia Pacific (Malaysia)

### Going Global: Growing Pains, Challenges and Overcoming Hurdles

Just because an organization has a global reach does not mean it will not face challenges. As an association expands and grows into more markets and develops new products, different and unique challenges arise with their own set of questions, such as: Does our business model work everywhere? What comes first, establishing local operations and services in key markets or a critical mass of membership? Is our brand recognized in the markets we want to enter? Are we ready to deal with regulatory variances and local business practices from different countries? This insightful session will engage the leadership of some of the world's leading international associations about their global growing pains, current challenges, and approaches to overcoming these hurdles.

Ning Hua, Senior Director of Asia Operations, IEEE (China)

## **Korean Forum: Learn, Share, and Grow**

This session will be presented in Korean.

This is a unique opportunity for Korean-speaking attendees to gain insight and share knowledge on association and professional society management. Through an interactive discussion, you will review the 2016 Great Ideas in Association Management Conference and share opinions and knowledge in Korean association management. Time will be provided for you to exchange views, share what you are learning, identify your current challenges, and find opportunities to grow within your profession.

### MODERATOR:

Michael Kim, Manager, ASAE Korea

# Open Forum: Creating Membership Value

What is unique about your association? What value can you provide members that they cannot get elsewhere? What are effective ways to meet their needs and engage them in the association? Join this interactive session where we will look for great ideas to provide member value in the current era. What are you doing to know their problems, and what keeps them up at night? How are you creating unique knowledge that they cannot get elsewhere? What are you doing to provide compelling learning programs and create valuable opportunities for them to engage with each other? How are you expanding the value of the association and their profession or industry in society? Using an interactive method, we will provide key ideas for consideration and then ask you to share your innovative ideas for today and in the future.

### MODERATOR:

Greta Kotler, CAE, Chief Global Development Officer, ASAE (USA)

14:45 - 15:15

Networking Break
Table Top Exhibits Open

15:15 - 16:15

### **CLOSING GENERAL SESSION**

## **The Digital Transformation Imperative**

Organizations today are faced with tremendous challenges. Amidst the pressure to retain talent, churn out new innovative products to meet changing customer demands, increase revenue that will outpace the market, and manage a lean organization, leaders have to face the shareholders at the end of the year promising returns and sustainability in the long term. But as technology moves faster than ever before and consumer habits evolve at an unpredictable pace, the challenge on the organization to remain relevant has become more and more paramount in this digital age. This presentation will discuss how much digital has changed the way we do business and our everyday lives and how to think critically and creatively to prepare us for this digital revolution.

Donald Patrick Lim, Chief Digital Officer, ABS-CBN Corporation (Philippines)

# REGISTRATION & EXHIBITS INFORMATION

Baltimore, MD 21279-0263

### **DELEGATIONS**

ASAE is pleased to welcome association professionals to attend the conference as part of a delegation. ASAE respects and values the opportunity to welcome delegates and commits to deliver a memorable and exciting learning event.

Delegations receive a significant monetary discount to attend the event when they register by the deadline of 11 March 2016. The special fee of \$550 USD includes one regular registration for the event, a \$100 USD discount. All additional expenses, such as travel and hotel accommodations, are not included in the registration fee and must be covered by each attendee.

For more information about the delegation program, and to add your delegation to the list, please contact Megan Kuhman at **giap@asaecenter.org**.

### **REGISTRATION**

There are four ways to register:

Web	asaecenter.org/GreatIdeasAsiaPacific	Mail	ASAE c/o Suntrust
Fax	+1.202.371.8315		P.O. Box 79263,

**Phone** +1.888.950.ASAE (2723)

+1.202.371.0940 (in Washington, DC)

REGISTRATION FEES	Early Bird by 11 March 2016	12 March - Onsite
Preconference: Essential Practices in Association Management <b>Sunday, 10 April - 09:00 - 16:00</b> (Limited seating; eligibility requirements apply*)	\$99.00 USD	\$99.00 USD
Delegations of 5 or more people**	\$550.00 USD	\$650.00 USD
Attendees	\$650.00 USD	\$750.00 USD
Non-Exhibiting Suppliers/Industry Partners***	\$1,295.00 USD	\$1,395.00 USD
Table Top Exhibitors	1 Full Conference Regard 1 at \$550.00 US	gistration Included

<sup>&</sup>quot;The Preconference, Essential Practices in Association Management, is open to association professionals who have fewer than five years of association management experience, and have purchased a full conference meeting registration. Consultants, industry partners, and exhibitors are not eligible to attend the Preconference.

### **TABLE TOP EXHIBITS**

Visit suppliers from around the region at the Table Top Exhibits to find destinations/solutions that can help your organization undertake new challenges, become more effective, and work more efficiently. You'll network and engage with service and solution providers that are ready to partner with you to help implement your innovative vision. See a list of exhibitors at **giapurl/expo-hall.cfm**.

### **BECOME AN EXHIBITOR**

Let us help you surpass your sales goals!

The 2016 ASAE's Great Ideas in Association Management Conference is the perfect way to reach this targeted group of decision makers within the international association and nonprofit community.

Last year, more than 65% of attendees were final decision makers or had significant influence when it came to making purchases for their organization!

**Booth Rate:** \$2,000.00 USD

Don't miss this opportunity! Visit the Become an Exhibitor page at **asaecenter.org/GreatIdeasAsiaPacific** to secure your Table Top and learn more about the benefits of exhibiting.

### QUESTIONS?

If you have any questions or are in need of assistance with your online Table Top application, please feel free to contact the ASAE Exhibits Team at **exhibit@asaecenter.org** 

### **IDEAS (AND YOUR CAREER) TAKE FLIGHT**

The Certified Association Executive (CAE) designation is designed to elevate professional standards, enhance individual performance, and identify association professionals who demonstrate the knowledge essential to the practice of association management. Founded in 1960, the CAE program stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate.

For attendance at this conference, you will receive **10.25 CAE hours**. Please note: this does not include the preconference. Visit **asaecenter.org/CAE** for additional information.

<sup>\*\*</sup>All delegation participants must be registered by 11 March to receive the Early Bird rate. To register a delegation, please contact Megan Kuhman at giap@asaecenter.org.

<sup>\*\*\*</sup>Non-Exhibiting Suppliers/Industry Partners are ineligible to receive the Delegation rate. Non-Exhibiting Suppliers/Industry Partners may only send one person per company.

### **HOTEL & TRAVEL**

#### Hotel

ASAE's Great Ideas in Association Management Conference takes place at the Kowloon Shangri-La, Hong Kong, which sits in the famous shopping and entertainment district of Tsim Sha Tsui East. It overlooks the world famous Victoria Harbour and it is just minutes from the Airport Express Station, Mass Transit Railway, East Rail to the mainland China border, and the Star Ferry.



To secure your hotel, go to the online link at **greatideasasiapacific.org/hotel.cfm**, call by phone to +852-2733-8787, or email reservations.ksl@shangri-la.com.

Hotel reservations need to be made by 17 March 2016.

### **Travel**

This year, ASAE has teamed up with the airlines of SkyTeam, Official Alliance Network to provide ASAE's Great Ideas in Association Management Conference, Asia Pacific participants up to a 15% discount on airfares in both economy and business class.



SkyTeam comprises 20 leading international airlines: Aeroflot, Aerolíneas Argentinas, Aeroméxico, Air Europa, Air France, Alitalia, China Airlines, China Eastern, China Southern, Czech Airlines, Delta Air Lines, Kenya Airways, KLM Royal Dutch Airlines, Korean Air, Middle East Airlines, Saudia, TAROM, Vietnam Airlines and Xiamen Air, serving 1,052 destinations in 177 countries with over 16,323 flights daily.

### To book your travel, please visit:

http://res.skyteam.com/Search/promoDefault.aspx?vendor=sky&promocode=3091S

The link will take you directly to ASAE's Great Ideas in Association Management Conference airline booking page. When asked for the event ID, enter 3091S.



For additional hotel/airline information, please visit asaecenter.org/greatideasasiapacific.

### **CANCELLATION/REFUND POLICY**

All registration cancellations and refund requests must be made in writing by 11 March 2016. A refund of the full conference fee, minus a \$75.00 USD administrative fee, will be given for cancellations received by that date. No refunds will be granted for requests postmarked on or after 12 March 2016. Submit all requests to ASAE Registration via email at

**registration@asaecenter.org**. ASAE regrets that refunds will not be given for no-shows. Substitutions are gladly accepted! Substitutions of registrations are permitted prior to the conference and onsite. Only one substitution is permitted per original registrant. The individual submitting the substitution request is responsible for all financial obligations (any balance due) associated with that substitution. **Badge sharing, splitting, and reprints are strictly prohibited.** 

### **ELIGIBILITY POLICY**

The 2016 ASAE's Great Ideas in Association Management Conference is open to association professionals, consultants, higher education educators, corporate meeting planners, and attorneys. Non-exhibiting suppliers/industry partners may only send one representative if they are not exhibiting and are ineligible for the Delegation rate. This ensures a high buyer/supplier ratio. No one under the age of 18 may attend the conference without prior written approval. ASAE reserves the right to refuse ineligible registrations. For additional details, please refer to the additional ASAE Policies that follow. Thank you in advance for your understanding and cooperation.

### **INELIGIBLE REGISTRATIONS**

All registrations are reviewed to ensure they meet ASAE eligibility policies. ASAE reserves the right to refuse or cancel all ineligible registrations at any time and shall not be held accountable for any outside fees associated with this cancelation. Please refer to the specific Eligibility Policy.

### SPECIAL OFFERS/DISCOUNT CODES

Use of a discount code is only valid at the time of initial purchase/registration. Refunds will not be authorized for existing registrations where the special offer was received after the initial purchase. Discount codes cannot be applied to already reduced/discounted registrations. Limit one special offer/discount code per registration. If you have any questions and/or concerns regarding any of the above mentioned policies, please contact the ASAE Registration Team via email at **registration@asaecenter.org**.

### **CONSENT TO USE OF PHOTOGRAPHIC IMAGES**

Registration and attendance at, or participation in, ASAE meetings and other activities constitutes an agreement by the registrant to ASAE's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

# GENERAL REGISTRATION INFORMATION CONFIRMATION

You will receive an electronic confirmation of your registration from ASAE. If you have not received a confirmation within 10 business days after registering, please contact the Member Service Center at **ASAEservice@asaecenter.org**.





10-12 April 2016 Kowloon Shangri-La Hotel Hong Kong

### **REGISTER TODAY!**

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