

ADVOCACY, IMPACT, LEGACY, POLICY

- Ambassadors
- CSR
- EU
- Global
- Impact
- Legacy
- Lobbying
- National
- Patient engagement

ASSOCIATION GOVERNANCE

- Code of conduct
- DEI
- Ethics
- General assemblies, voting, elections
- Governance structures
- Leadership development, incl next generation
- Partnerships (strategic, non-fundraising)
- Policies

COMMUNICATIONS & MARKETING

- Advertising
- Awareness campaigns
- Brand management, incl communication, reputation, strategy
- CRM
- Data analysis
- Digital marketing, incl social media, websites, mobile, apps, e-mail marketing, marketing automation, digital advertising, SEO
- Intellectual property, trademarks, rights
- Media relations
- SEO and keywords
- Strategic marketing

EDUCATION & CONTENT (non event)

- Accreditation
- Blended learning
- Curricula
- DEI, accessibility, language diversity
- E-learning
- Exams, certification, accreditation
- Formats, e.g. hybrid, online, in-person
- Quality standards (guidelines)
- Research (support of)

EVENT MANAGEMENT

- Abstracts, incl submission, review, etc.
- Budgeting, negotiation, cost control
- Compliance
- Congress programmes, incl accreditation
- DEI, accessibility, language diversity
- Design, incl site planning, audio visual
- Destination selection (essentials of an RfP)
- Exhibition management
- Formats, e.g. hybrid, online, in person
- Health and safety, risk assessment, insurance
- Industry relations & sponsorship

- Registration, incl systems, processes, payment, badging, etc.
- Speaker management
- Supplier management
- Sustainability

FINANCE & HR

- HR
- Hybrid working
- Insurance
- Personal development, e.g. public speaking, presentation skills, negotiation skills
- Training
- Well being
- VAT & fiscal

IT & TECHNOLOGY

- AI
- Automation
- CRM
- Digitalisation
- Hardware
- IT security
- Software
- SSO

LEADERSHIP & ASSOCIATION MANAGEMENT

- Board management
- Business models
- Change management
- Culture
- Inter-association collaboration
- Legacy planning / next gen development
- Quality assurance, e.g. ISO
- Risk management
- SOPs
- Staff management
- Strategic planning
- Sustainability

MEMBERSHIP & ENGAGEMENT

- Data protection
- Engagement strategies
- Grant & bursary management
- Growth strategies
- Member networking
- Membership management & systems
- Membership services
- Retention strategies

PUBLISHING

- Publishing, incl open access, revenue, etc.

SPONSORSHIP & FUNDRAISING

- Compliance
- Diversification
- EU & other grants
- Industry guidelines
- Partnership models
- Philanthropy