

ADVOCACY, IMPACT, LEGACY, POLICY

- Ambassadors
- CSR
- National ↔ Regional ↔ Global
- Impact
- Legacy
- Lobbying, incl EU
- Stakeholder engagement

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
- Intellectual property, trademarks, rights
- Media relations
- SEO and keywords
- Strategic marketing

EDUCATION & CONTENT (including event)

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

EVENT MANAGEMENT

- Abstracts, incl submission, review, etc.
- Budgeting, negotiation, cost control
- Compliance
- 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.
- Supplier management
- Sustainability

FINANCE

- Audit
- Fiscal management
- Insurance
- VAT

GOVERNANCE, LEADERSHIP, MANAGEMENT

- Business models
- Change management
- Code of conduct, association culture
- DEI
- Ethics
- General assemblies, voting, elections
- Governance structures
- Inter-association collaboration
- Leadership development and legacy planning, incl next generation
- Partnerships (strategic, non-fundraising)
- Policies
- Quality assurance, e.g. ISO
- Risk management
- SOPs
- Staff management
- Strategic planning
- Sustainability
- Volunteer and Board management
- Volunteer-staff relationships

HUMAN RESOURCES

- HR
- Hybrid working
- Personal development
- Training
- Well being

IT & TECHNOLOGY

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

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