

International speaker to run workshops on association, event management industry

The 2014 Association Management Workshop aims to help national and international associations focus on global strategic thinking and the requirements of running associations in the 21st century at a series of free workshops featuring Greg Talley, President and CEO of Talley Management Group and Sue Geuens, President of the Data Management Association of South Africa.



Talley will provide several perspectives from his current work with more than 40 national and international clients. He also boasts previous experience working with various industry sectors, including hotels development, convention bureau and association management. He will share case studies from his experience in the association and event management industry and will discuss the importance of strong association management, as well as its benefits and optimum structure.

Targeting CEO, executives

The 2014 Association Management Workshop targets association CEOs, executives and those who provide secretariat functions to organisations representing sectors as diverse as health, industry, agriculture, banking and finance, government, environmental management, education and more.

Conceptualised and arranged by The Conference Company, its MD, Nina Freysen-Pretorius, has been a conferencing and management partner to a host of South African organisations and societies through her firm's work. Increasingly, the international trend is for core Professional Conference Organising companies (PCOs) to add Association Management to their portfolio and take on the role of permanent secretariat for an Association. This ensures effective management of the Association's membership and database, reliable communication with committee members and financial stability, as well as confidentiality in all business dealings.

Freysen-Pretorius says, "Keeping in touch with the latest information is only useful if you are flexible enough to adapt accordingly as an association, organisation or society, whatever your area of interest. Our industry's achievements have

required a great deal of change from all corners, and this takes strategic thinking of association executives."

Geuens will address attendees around data as a key asset for any organisation. She has 20 years of experience in the field and is South Africa's first Certified Data Management Professional (CDMP).

Topics

CEOs and executives attending the workshops will receive the latest information and insights on:

- International association management trends
 - The future of associations
 - Practical ideas and suggestions to improve association membership
 - Synergies and alliances
 - Technology vs. human interaction
 - Funding and sponsorship challenges
-
- Regulation /compliance

The workshops will be held in Johannesburg on Tuesday 25 November, Durban on Wednesday 26 November and in Cape Town on Thursday 27 November 2014. For more information or to reserve a complimentary seat contact Natalie Kensley Tel: +21 (0) 21 914 2751 or email natalie@confco.co.za.

For more, visit: <https://www.bizcommunity.com>