

Press release
10 February 2008

Institute welcomes delegates to annual conference, exhibition and dinner celebrating good practice

Institute of Association Management annual conference, exhibition and dinner
Recognition, Results, Rewards:
Building the framework for association management good practice

A premier event in the association management calendar, the Institute's annual conference on 5-6 February offered a platform for delegates, speakers and partners to debate practical solutions with top-end managers.

Good practice champions provided the basis for discussion at the gala dinner on the 6th at London's elegant Westminster Hall, where Institute Board member Tony Millns (Director, English UK Ltd) chaired the proceedings with innovative examples of association management good practice up and down the country.

Motivational speaker Tom Branston, Director of Bamboo Coaching, led an interactive session on the morning of the 6th in which delegates were encouraged to explore new approaches to common goals. **The Intention Walk** pinpointed our similar targets and challenges, and unusual ways to work together to meet shared objectives.

The handling of complaints has a measurable impact on business. Independent Complaints Reviewer Jodi Berg advised **How, when and why to say sorry: Reducing conflict and resolving complaints in your association** – examining how effective complaint management not only can prevent escalation but also can improve customer relations.

Protecting your association and board members: risk management, culpability and corporate manslaughter was the topic discussed by John Hooker, Director - Client Services Specialists, THA Group. He shed light on liability, crisis and risk management, and the proactive measures we can take to protect employees, property, stakeholders, members and reputations.

Managing an organisation that has both elected and salaried officers means balancing different motivations; for an organisation to perform well, these motivations must be streamlined and understood. Jennifer Jenkins - Managing Director, MCI - discussed **Finding the balance: managing relationships between elected and salaried officers**, looking at strategies that ensure harmony and successful partnerships.

Institute of Association Management

1 Queen Anne's Gate ◻ Westminster ◻ London ◻ SW1H 9BT ◻ 0870 330 8624 ◻ iofam.org.uk ◻ iofam@secretariat.org.uk

Jan Potgieter, Founder and CEO of The Negotiation Academy - Europe, examined the subtle psychological factors that influence how we engage with brands, associations and individuals. An engaging visual demonstration showed how to identify and calculate the value of different opportunities as part of **Putting a value on your association: Leveraging your brand to raise funds via sponsorship.**

Justin Kirby, CEO of DMC, led a discussion on **Getting connected: participation is the key to a healthy organisation** - an insight into the world of 'connected marketing.' What tools can we use to generate advocacy - sustaining and driving membership and uncovering new revenue streams? The discussion revealed innovative ways to connect and collaborate, to participate and engage, and to recruit and retain members.

Partners and affiliates Orkell Ltd, Visit London, Law Express and Ten Alps Plc Publishing joined delegates as part of a targeted exhibition showcasing innovative products and services.

The Institute is in the process of developing its good practice resources and benchmarks for our industry, and looks forward to informing the industry shortly about its progress.

Ends

Notes to Editors:

The Institute of Association Management (the IofAM) is an independent professional association managers aiming to develop, promote and share best practice for the benefit of IofAM members and all those involved in the governance of associations. To achieve its objectives, the IofAM offers a forum for education, training and development, dissemination of information, networking, and research. Our seminars, masterclasses, round-tables and other education and training programmes are geared to all levels, and work to encourage the development of professionals in this varied sector.

Contact:

Rachel Frankel
Communications Manager
0207 227 3465 rachel.frankel@secretariat.org.uk

Institute of Association Management
1 Queen Anne's Gate
Westminster
London
SW1H 9BT
0870 330 8624
iofam@secretariat.org.uk
www.iofam.org.uk