



2010 Association International Conference

24-26 March, 2010

Marriott Learning Complex

The Ronald Reagan Building and International Trade Center

Washington DC

The 2010 Association International Conference is the must-attend event for nonprofit executives wishing to explore the challenges and considerations of going global. If you are leading your organization's global efforts, you can't miss these two and a half days of focused learning.

Whether you are looking for high level panel discussions to explore key aspects of international association management or thought-provoking conversations with your peers, we've got you covered! Gain key takeaways from experts in several topical areas, and network and engage with fellow executives in discussion-based sessions to further analyze what you've learned.

New in 2010 – International Meetings Showcase

If you're looking to take your meetings abroad, this is your opportunity to talk to several destinations. Tabletops will be set up throughout the conference – visit all exhibiting destinations for a chance at several exciting prizes!

Who should attend?

This conference is designed for decision-makers of non-profit organizations, including CEOs, COOs, CFOs and members of the board, as well as senior level staff interested in leading the charge into international growth or responsible for continuing forward movement in the global playing field. The content is Level II/III and is appropriate for attendees who have a very thorough knowledge of the topics to be covered.

Program Note

ASAE & The Center for Association Leadership staff have developed this learning experience with input and guidance from the International Section Council. ASAE & The Center extends their thanks to these content experts for their assistance.

Wednesday, 24 March, 2009

Association International Pre-Conference (Optional): Creating and Refining Your Global Strategy 1:00 – 5:00 p.m.

Before you tackle the tough granular topics of the Association International Conference, take a look at the big picture. This optional hands-on workshop will help you think critically about your organization's global strategy. You'll get invaluable feedback from both our expert facilitator and your peers. Walk away with a working document and an armful of new ideas to help you either create a new strategy or refine an existing one.

Here is the agenda for the pre-conference:

- 1:00 – 1:30 p.m. Welcome and Introductions
- 1:30 – 2:45 p.m. Global Strategy Fundamentals
- 2:45 – 3:00 p.m. Break
- 3:00 - 4:00 p.m. Work on Your Strategy
- 4:00 – 5:00 p.m. Strategy Report Out and Feedback
- 5:00 p.m. Closing Thoughts/End of Program

Content Leader: Terrance Barkan, CAE, chief strategist & business architect, Globalstrat

Participation in the pre-conference provides up to 4 additional CAE credits.

Thursday, 25 March, 2010

7:30 – 8:30 a.m. **Registration and Breakfast**

8:15 – 8:30 a.m. **Opening Remarks**
Terrance Barkan, CAE, chief strategist & business architect, Globalstrat; Chair, ASAE & The Center International Section Council

8:30 – 9:30 a.m. **Opening General Session: The Challenges of Global Leadership**
Kick off the conference with a very thoughtful discussion of how you can better lead your organization into international waters. Dr. Stephen Rhinesmith will reflect on his 40 years of experience working with global companies, international organizations and governments to examine the growing complexities of managing global workforces. Review the latest thinking about “global leadership,” and discuss the need to differentiate between solving problems and managing paradoxes for successfully resolving the conflicting demands of a global world.

Content Leader: Stephen Rhinesmith, Ph.D., senior partner, Oliver Wyman Leadership Development

9:45-11:00am

I'm From the Government, and I'm Really Here to Help You!

Sure, it's nice to get by with a little help from your friends, but how about some help from your tax dollars? Take part in a panel discussion on federal government-sponsored export promotion programs and how associations can partner with them. Discover how various agencies can help you before you leave, when you arrive, and after you get back from a particular destination, and learn what an association and its members need to consider before deciding to participate in these programs.

Content Leaders: Sandra Collazo, senior international trade specialist, Northern Virginia Export Assistance Center, W. Eugene Eckhart, Jr., director of global standardization programs, National Electrical Manufacturers Association; Brad Hess, manager, market development cooperator program, manufacturing and services, International Trade Administration; Richard O'Sullivan, principal, Change Management Solutions; Richard Ryan, liaison, associations and trade promotion, U.S. & Foreign Commercial Service; Blanche Ziv, director, International Buyer Program

Keeping Your Board on Board With Your International Strategy

No matter what the economic climate is, rationalizing a long-term strategy with delayed ROI can be quite difficult. Take part in this high level strategic session from the CEO/Executive Director perspective, and explore how you can justify an international plan to your board, keep it viable long term, and how to use your initiatives to generate even more revenue.

Content Leaders: Gregory Balestrero, CEO, Project Management Institute; Patrick Jones, executive director, International Bridge Tunnel and Turnpike Association

11:00-11:15am

Break

11:15am-12:30pm.

Social Media Considerations for International Associations

If you are one of the many associations upgrading their traditional member directory to a next generation private social platform, keep in mind the viral nature of the social space. Learn how the application has no real boundaries

with regards to its reach and often the content is delivered to members vs. the members coming to the content.

Understand how this is particularly important as emails and RSS feeds are generally not language or culturally sensitive. See how component strategy is key to international success with social media endeavors.

Content Leaders: Andy Steggles, COO & social strategist, Higher Logic

Open Discussion Session: Government Agencies

Now that you've learned all about the options you have with federal government programs, you're probably wondering how you can work with them in your specific situation. This is your chance to connect directly with the panelists from the previous session and make one-on-one connections with agencies that can assist your international efforts.

Content Leaders: Sandra Collazo, senior international trade specialist, Northern Virginia Export Assistance Center; Brad Hess, manager, market development cooperator program, manufacturing and services, International Trade Administration; Richard Ryan, liaison, associations and trade promotion, U.S. & Foreign Commercial Service; Blanche Ziv, director, International Buyer Program

12:30 – 1:45pm

Networking Lunch

A special thank you to the Canadian Tourism Commission for hosting lunch on 25 March, 2010..

1:45 – 3:00pm

Social Media Workshop for International Associations

Now that you've heard the theory behind important considerations to take when applying social media to your international endeavors, put it into practice! Take a hands-on approach in this workshop, and learn how to use some of the tools at your disposal. *Don't forget to bring your laptop!*

Content Leaders: Andy Steggles, COO & social strategist, Higher Logic

Speak Your Mind!

Resist the temptation of a post-lunch siesta and keep your brain moving with this exciting and fast-paced unsession! There is no pre-assigned topic – instead, you and your peers will decide the issues and lead the discussion on the high level subjects that you choose. This session isn't for wallflowers...get ready to share your expertise and learn from like-minded colleagues!

Facilitator: Terrance Barkan, CAE, chief strategist & business architect, Globalstrat, Martin Sirk, CEO, ICCA

3:15 – 4:30 p.m.

The Top Legal Considerations for International Organizations

Let's face it – there are probably enough legal potholes in the world to allow for an entire conference on the subject! With the help of the International Section Council, we have instead devised a list of legal concerns that every international association MUST remember. Join a panel of the top nonprofit legal minds and explore each consideration in detail.

Content Leaders: Jefferson Glassie, Esq., partner; and Patrick Jennings, Esq., intellectual property associate, Pillsbury Winthrop Shaw Pittman, LLP; Lynn Mentzer, associate general counsel, CFA Institute; Alfons Westgeest, group vice president and managing partner, Kellen Europe

4:30 – 5:30 p.m.

Networking Reception

It's been a long day, but don't go home yet – the fun is just starting! Catch up with old friends, make new connections, and enjoy some light refreshments.

Friday, 26 March, 2009

8:00 – 9:00 a.m.

Breakfast Roundtables, and YOUR Associations Make a Better World Awards Entry

Are you an early riser? Enjoy stimulating conversation all about international association management? Here's something to talk about: how is your association making the world a better place?

Morning conversation will feature an open discussion on the Associations Make a Better World Awards, and how your organization can showcase the important work you do through the AMABW program. Join CTC and its partners, along with past applicants and members of the AMABW Judges' Panel, to discuss the important work that you do, and the best way to share your story.

9:00-10:15am.

Around the World in 75 Minutes: Regional Trends for Associations

Let's face it...a long transcontinental trip may sound inviting, but who has 80 spare days to circle the globe? If you're looking to learn what the hottest association trends are in

every corner of the world, leave your passport at home and join a group of content experts for a region-by-region lightning round to explore a lot of ground in just a short time.

Content Leaders: Ajay Bhojwani, director, MCI Abu Dhabi Office (Middle East); Bradley A. Feuling, CEO, Kong and Allan Consulting (China); John Edwin Mein, president, Consentes Institution Building (South America); Thomas Reiser, director, healthcare & life sciences, Interel Association Management (European Union); Alfons Westgeest, group vice president and managing partner, Kellen Europe (Asia)

10:15 – 10:30 a.m. **Break**

10:30 – 11:45 a.m. **Stand-Alone or Integrated International Departments: Which is Better for Achieving Your Objectives?**

Are your international initiatives managed by a stand-alone department or fully integrated into various departments throughout your association? If you want to rethink or explore new ways for structuring you staff to better reach your international goals, join an experienced panel of association executives who have utilized various staff structures. Explore lessons learned and pitfalls you should avoid, and learn the role of overseas AMC's and other outside entities that can serve as extensions of staff. Walk away with the essential competencies you need to be truly global and effectively communicate with your international members.

Content Leaders: Carolyn Lugbill , CAE, MAM, Going Global Matters; Michael Michaud, CAE, managing director, global alliances, American Society for Mechanical Engineers; Rob Nelson, FACHE, MBA, CAE, senior VP, marketing & strategic business development, American Health Information Management Association; Howard A. Wallack, GPHR, director, global member programs, The Society for Human Resource Management (SHRM)

Open Discussion Session: Around the World in 75 Minutes

After your journey Around the World in 75 Minutes, you probably have many questions for your tour guides. Here's your opportunity to connect with the content experts, ask questions, and learn even more about all of the regions discussed.

Content Leaders: Ajay Bhojwani, director, MCI Abu Dhabi Office, Bradley A. Feuling, CEO, Kong and Allan Consulting;

John Edwin Mein, president, Consentes Institution Building;
Thomas Reiser, director, healthcare & life sciences, Interel
Association Management; Alfons Westgeest, group vice
president and managing partner, Kellen Europe

11:45am– 12:45pm. **Lunch**

12:45 – 1:45 p.m. **Speed Learning: International Edition**

If you're looking to gather an armful of international ideas in a short amount of time, you've come to the right place!. Take in four short presentations in just 60 minutes, and walk away with tools you can use immediately.

Content Leaders: Dick Blatt, principal, Planar World Consulting (Membership); Robin Lokerman, CEO - institutional division, MCI Group (Green International Meetings); Leonard Mafica, MBA, CAE, publisher and executive director, Oncology Nursing Society; Brantlee Underhill, CAE, director, practitioner markets, Project Management Institute (Virtual Communities)

1:45 – 3:00 p.m. **Ripped from the Headlines: Answers to Your Biggest Questions from the International Listserv**

The ASAE & The Center International Listserv is a valuable resource to get feedback from like-minded association professionals on your most pressing issues. Join a panel from the International Section Council as they tackle some of the timely humdingers your colleagues have posted recently. Get expert advice and walk away with new ideas from both the panel and your colleagues in this open discussion session.

Content Leaders: Brian Costanzo, senior VP, global membership; Meggan Maughan-Brown, CMP, CAE, director international relations, American Society of Civil Engineers; Mark Rubin, executive director, Society of Petroleum Engineers

Open Discussion Session: Speed Learning

Got questions for your speed learning panelists? They've got answers! Join the panelists from the previous session and explore their topics in more detail in this open discussion.

Content Leaders: Dick Blatt, principal, Planar World Consulting; Robin Lokerman, CEO - institutional division, MCI Group; Brantlee Underhill, CAE, director, practitioner markets, Project Management Institute

3:15 – 4:15 p.m

Closing General Session: The World Is All Around Us – A Global Economy

When companies transition into a global economy, what will they need to prepare themselves? What kinds of skills will they need? What kinds of cultural knowledge will they need to traverse this new world? How will they attain this level of expertise and from whom? These and many other questions will be answered in this dynamic and popular interactive session about entering into the global market.

Participants will learn the following:

- * Ways to listen and respond to cultural differences
- * How to empathetically relate to someone
- * How to mediate cultural conflicts and misunderstandings
- * To discover The Art of Listening
- * To observe the impact of our communications
- * To use different communication styles and approaches
- * Strategies to motivate and retain multicultural groups
- * Techniques on how to listen and respond to intercultural communications
- * Ways to integrate mainstream cultures with new entries into the workplace
- * What it means to become a part of the "global market"

Content Leader: Lee Mun Wah, executive director, Stirfry Seminars and Consulting

4:15 – 4:30 p.m.

Closing Remarks

Please Note: Paperless not Paperfree

In alignment with our social responsibility initiative, ASAE & The Center will not be providing printed session handouts. Instead, you may access session handouts on an exclusive attendee-only website. A learning journal will be provided onsite for note taking. After the conference, you will receive an evaluation form via email.

The Marriott Learning Complex also offers complimentary wireless access! We encourage you to bring your laptops and access handouts in real time!

Registration Fees

\$745 for ASAE & The Center for Association Leadership Members; \$945* for nonmembers

*includes a one-year ASAE & The Center membership

Two Heads are Better Than One

With so much content to absorb, having an extra pair of ears around is not a bad idea. To facilitate this, we have arranged it so that when one person from your organization registers, all subsequent colleagues from the same organization may register for \$645 (or \$845 for non-members)—a \$100 savings! To take advantage of this offer, please contact Member Services at 1.888.950.2723 (in Washington, DC, 202.371.0940) and use campaign code INTERNATIONAL

Nonmembers

ASAE & The Center for Association Leadership memberships are individual. If you are not a member of ASAE & The Center, please pay the nonmember rate and you will receive a one-year ASAE & The Center membership in addition to your conference registration. For information about becoming a member, please contact the Member Relations Team at mbrdev@asaecenter.org at 202-626-2727.

Official Attendee Roster

ASAE & The Center for Association Leadership's Member Service Center must receive your registration by no later than two weeks prior to the meeting date, to be listed in the official pre-registered roster that will be available on the official handout website.

Cancellation Policy

If you cancel in writing at least five business days before the program begins, you will be refunded your registration fee after a \$75 administrative charge.

Cancellations not received by the date required will not be eligible for a refund. No-shows will not be refunded.

Accommodations:

There is not a reserved room block for this program. However, there are several hotels in the area, some of which offer a special rate for ASAE and The Center for Association Leadership members. For information regarding these hotels, please access the following site: <http://www.asaecenter.org/dchotels/> Don't delay – Washington hotels start filling up in March!

Transportation:

The Ronald Reagan Building is accessible via the Orange and Blue Line Metro, Federal Triangle station. For further information, please access the following site:

<http://www.asaecenter.org/AboutUs/content.cfm?ItemNumber=16121&navItemNumber=16118>

Earn CAE Hours

Earn up to fifteen (15) Certified Association Executive (CAE) hours toward certification or re-certification of your designation.

Program Hours

Registration and continental breakfast will begin at 7:30 a.m. The education programming will run from 8:30-4:00 p.m. on day one, and 9:00 a.m. to 3:45 p.m. the second day.

Confirmation

You will receive an electronic confirmation of your registration from ASAE & The Center within 15 days prior to the start of the program.

Money Back Guarantee

Our goal is to provide truly exceptional offerings and service, and we won't be happy until you are. If any programs, products, or services of ASAE & The Center do not fulfill our promise, we will make the situation right or refund your money.

*If you require special accommodations to fully participate, please attach a written description of your needs.

Circle Club Members

Call your organization's Circle Club contact to register. Interested in Circle Club membership? Call the Circle Club Concierge at 202-326-9512 for more information.