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EUROCONFERENCE

Taking your association to the NEXT level!

Added Value for membership

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TRANSATLANTIC
BUSINESS DIALOGUE



Mediator background

Jeffries Briginshaw

- § Service sector – lawyer in private practice
- § Industry – Head of Political and Regulatory Affairs, British American Tobacco
- § Business Organisation – Director TransAtlantic Business Dialogue (TABD)



Mediator background

Michel Baumgartner

§ Association Management professional

§ Cross-industry experience:

§ European Rental Association

§ International Federation of Exhibitions and Event Services

§ European Hydrogen and Fuel Cell Technology Platform



Content

How to we add value?

- § Creating value
- § Delivering value
- § Communicating value



Case Study 1

British American Tobacco

§ Managed membership of 100+ membership organisations

Sectoral – horizontal – civil society

§ Demand side

Value 1 = external risk management (eg regulation) or business opportunity (eg investments) linked to bottom line

Value 2 = Corporate/CEO reputation

§ What didn't work?



Case Study 1

What didn't work?
What not to do.



Case Study 2

TransAtlantic Business Dialogue

§ EU/US CEO lead organisation which advocates a barrier free transatlantic market place

§ Supply side

Value 1 = High level horizontal policy access

Value 2 = CEO reputation

§ Limits of the possible



Case Study 2

Limitations and frustrations



Creating value

- § Clarity on the proposition
- § A focused proposition
- § A defined service
- § Feedback, communication
- § Relevant and current strategic planning



Delivering value

§ Win for your members

§ Be professional

§ Apply professional public affairs skills and tools eg campaigning

- what are the issues and their solutions?

- who are the stakeholders?

- what's the compelling case to move or hold the stakeholders?

- what's the plan?



Delivering value

- § Be disciplined and organised,
 - § learn how to say no- to allow you to focus on what can be done
 - § Logistics, diaries, follow ups, relationships, consistency
 - § Manage expectations on resources
 - § Maximise on available skills and tools



Communicating value

- § Let the record speak for itself
- § Provide visibility and transparency
- § Make sure to have regular communications with your membership on the activities and achievements of the association
- § Use the right communications tools: not always the most complex- but target to your membership
- § Use marketing judiciously