



## EUROCONFERENCE 2009 PROGRAMME

**9:15 – 9:30: Welcome**  
*Alfons Westgeest, Managing Partner, Kellen Europe*

**9:30 – 10:30: Plenary Session: Staying afloat in the current economical crisis**  
*Marc Stocker, Director Business Europe*

*Marc Stocker is Director of the Economics Department of BUSINESS EUROPE, the Confederation of European Business. He is in charge of developing and communicating positions on macroeconomic policies, structural reforms, economic governance, taxation, the EU budget and EU regional policies. He is also Coordinator of BUSINESS EUROPE's Economic and Financial Affairs Committee*

**Panel discussion, followed by Q&A: 'Views and expectations from the corporate world':**

The current economic crisis is impacting associations now. How do your members decide to stay on board, should you consult them on the value of dues, and how treat members merging or going out of business? What do corporations expect? What about staff adjustments or re-assignments. The panel is composed of association leaders and corporate decision makers

- *Marta Baffigo, Director of European Public Affairs, Kellogg's*
- *Christopher Burghardt, Vice President Corporate Affairs Western Europe, Anheuser-Busch InBev*
- *Hanns Glatz, Head of the Representative Office European Affairs, Daimler AG*

**10:30 – 10:45: Coffee Break**

**10:45 – 12:00: Breakout sessions:**

**1) How to measure your association's effectiveness**

*David Mahon, Executive Director European Federation of Magazine Publishers*

*Max Abendroth, Director of Communications European Federation of Magazine Publishers*

What does it mean to be a successful association? What makes one association more effective than another? Which criteria can be taken into account to evaluate the work of your association? On the basis of several case studies we will have a truly interactive workshop for which you will have to bring your association experience

**2) How to be creative in your association's leadership**

*Rudi Plettinx, Managing Director Centre for Creative Leadership*

How can an Association Executive be a creative leader while maintaining the focus on the Association's strategic objectives and ensuring general buy-in from the members and their other Association officers?

What is creative leadership and what are the challenges creative leaders are faced with, especially in view of the current economic climate?

**3) How to implement CSR for associations**

*Stefan Crets, General Manager CSR Toyota Motor Europe*

Is your organization involved with CSR practices? Or have you considered until now CSR a "corporate" issue? Find out more about how your association can benefit from a socially responsible strategy. Looking at corporate and association best practices, the session will focus on the main principles for socially responsible associations: good governance and leadership, responsible advocacy, diversity, self-regulation, environmental and economic sustainability.

**4) How to prepare for the new European Institutions**

*Siada El Ramly Manager, Kellen Europe & Elisa Tesselli, Consultant, Kellen Europe*

The EU institutions will be renewed: the European parliamentary elections of June; the appointment of a new European Commission in October; the Lisbon Treaty under approval by the Irish population which in October will decide again whether to believe on it or to block it. Several scenarios can become reality, so how can your association best prepare for the upcoming changes? This session will focus on tools and recommendations to ensure that you are ahead of the game and ready for the new European institutions.

**12:00 – 13:00: Networking lunch**

**13:00 – 13:15: Results of the EurActiv/Kellen Europe Federations survey**

*Dan Luca, Pr Director EurActiv & Maria Teresa Scardigli, Vice President Kellen Europe*

**13:15 – 14:15: Plenary Session: How to design your association's future**

*Rohit Talwar, CEO Fast Future*

*Rohit Talwar is an award winning futurist speaker, entrepreneur, specialist advisor and strategic change agent and the founder of the research and consultancy organization Fast Future. He was nominated as one the top ten global future thinkers by the UK's Independent newspaper.*

*In this session, Rohit will address the following key topics::*

- *Key Patterns of Change - Understanding the major trends and drivers shaping the future*
- *Winning in a Downturn - Using the trend insights to help you survive and thrive in turbulent times*
- *Mapping Your Preferred Future - How to chart and manage your journey to the future*
- *Love is in the Air - How to engage and mobilize the board, volunteers and key stakeholders to embrace the future*

**All delegates attending the conference will receive a copy of Rohit's book!**

**14:15 – 15:45: Breakout sessions repeated**

**15:45 – 16:00: Trends in recruitment for Association Executives**

*Ineke Arts, Partner Hoffman&Associates*

**16:00: Farewell Coffee**