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Kellen Europe EuroConference 2011: a learning platform on association effectiveness

Association Executives gather in Brussels to share best practices and look at the future.

May 6th, 2011 (BRUSSELS, BELGIUM) – Association Management Company [Kellen Europe](#) organized its 11th [EuroConference](#) yesterday in Brussels. This year's conference brought together over 80 association executives, consultants and corporate representatives to exchange best practices on association effectiveness and take a critical look at the future.

Rohit Talwar, award winning speaker, futurologist and CEO of [Fast Future](#) set the stage for an interesting day with a plenary session focusing on 'Global Transformations & The future of Europe'. Rohit gave the audience some insights on global trends, what they mean for the future.

"There is a growing opportunity for associations to enable industries to drive their future by helping make sense of emerging trends and patterns of change and exploring future scenarios. Increasingly we see associations undertaking and coordinating pre-competitive research on behalf of the industry they represent. This helps drive down the cost of research for individual members and can provide a greater depth and breadth of insights, ideas and practical opportunities than members could afford to explore individually" said Talwar.

4 break-out sessions focused on topics relevant for associations today took place.

Frédéric Louis, partner at WilmerHale and Cormac O'Daly, Counsel in the Regulatory and Government Affairs department of [WilmerHale](#) presented a very informative session on Competition Law; Maria Teresa Scardigli, Vice President and Hans Craen, Manager at Kellen Europe led an interactive session on Strategic Planning for associations and Frank Skinner, Manager Membership & Marketing at Kellen Company's Headquarters office in Atlanta joined the conference via webinar and presented best practices and case studies on Membership Marketing.

The break-out session on Social Media was led by Philip Weiss, Founder and Hyperthinker at [ZN](#), a Brussels based eMarketing company, who gave the audience a deeper insight in online communication: *"In social media, you have to get the basics right, you need to have a story to tell, know which audience you address, communicate openly, get the engagement and secure the support within your organization. Online communication changes the culture of your association; it forces an organization to make decisions on issues that haven't been dealt with before and creates openness"* he said.

The closing plenary focused on the new comitology rules. Mario Paulo Tenreiro, Head of Unit, Institutional Issues, DG Secretariat General from the European Commission presented the changes since the Lisbon Treaty and explained how the new rules work in practice.

Alfons Westgeest, Managing Partner of Kellen Europe said: "We are extremely pleased about this year's EuroConference. It was attended by high level executives who shared their experiences and contributed to the dialogue making the entire day very interactive and fruitful. Built on this year's success, Kellen Europe is already thinking about the 2012 edition of the EuroConference".

About Kellen Europe

Kellen Europe provides association management, strategic advice, communications, government affairs, benchmarking studies, internet services and other professional advice to associations and corporations worldwide. Over the last 20 years, Kellen Europe has gathered considerable expertise that enables the company to rapidly anticipate the needs of emerging or existing associations and to provide tailored organizational solutions. For more information, please visit www.kelleneurope.com

Kellen Europe is the European base of the [Kellen Company](#), which has offices in Atlanta, Beijing, Brussels, New York, Singapore and Washington D.C. and Global alliance partners, among others in China, India, Japan, Middle East and Singapore.