



FOR IMMEDIATE RELEASE
Contact: EU: Nele Devolder
ndevolder@kelleneurope.com
+32 2 761 16 00

US: Stan Samples
ssamples@kellencompany.com
+ 1 678 303 2996

**KELLEN EUROPE AND THE AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES TO
HOST FREE CONFERENCE
“EUROPE TODAY: WHAT ASSOCIATIONS NEED TO KNOW: The 2011 Update”**

Brussels, Belgium (September 28th, 2011) —The American Society of Association Executives (ASAE) and The Center for Association Leadership in collaboration with Kellen Europe will hold the **2011 Europe Today: What Associations Need to Know Conference** on Tuesday October 4th, 2011 at the ASAE & The Center Building, in Washington, D.C.

The 2011 Update offers a perspective on how the political, legislative and regulatory changes in Europe could affect business for associations in the US. Speakers will represent both the EU regulators' and practitioner's point of view.

Topics of discussion will range from the current financial crisis and Eurozone issues, the next phase in the EU's enlargement and the upcoming changes in the European Parliament to items as the new energy efficiency legislation and standardization. On the latter, the EU and US are increasingly cooperating to help the businesses across the Atlantic. One focal area in the past year for instance was innovation and market development for e-Mobility.

The yearly Europe Today conference, which is being held for the 5th time in a row now, offers a unique opportunity for US Association Executives to learn all about ongoing trends and challenges in the EU on a political and business level, interact with peers and to experience some Brussels' flavors during lunch.

Confirmed speakers include:

Kathryn Hauser, US Executive Director, *Trans-Atlantic Business Dialogue (TADB)*
Hiddo Houben, Head of Trade Section, *Delegation of the European Commission*
Maria Teresa Scardigli, Vice President, *Kellen Europe*

The event takes place at the ASAE & The Center for Association Leadership Building, 1575 I Street, NW, Washington, DC 20005 – 1103 on October 4th, 2011 from 9:30 am to 12:30 pm (lunch included) and is free of cost, including complimentary lunch offered by Visit Brussels.

An audio conference will be available for those who are unable to attend.

Registration: *Space is limited - register online via*
<http://www.asaecenter.org/Education/EventDetail.cfm?ItemNumber=112308>

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.