IF 70% OF YOUR TIME IS SPENT ORGANISING EVENTS OR MEETINGS, THE MEETINGS SHOW IS A NO BRAINER.

Okay, so it might be more/less than 70% but it’s still a no brainer

Whether you spend all your time planning events or it’s something you do as part of your wider role, at The Meetings Show, the focus is on you. It’s back on 26-27th June at Olympia London, providing you with the skills and inspiration you need to out-do yourself and produce better value, more innovate meetings and events.

#MEETYOUATTHESHOW

26-27TH JUNE 2019
OLYMPIA LONDON

THE VOICE OF AIPC

Rethinking the Advocacy & Engagement Model

Disruption is taking place in many industries. Whether it’s the consolidation and merger of hotel groups in the hospitality industry; the economic uncertainty of Brexit; the impact of the Industry 4.0 revolution in the manufacturing industry; or regulatory changes in the pharmaceutical industry; disruptors are throwing spanners into the works.

Words Aloysius Arlando

These disruptors can be regulatory or technological in nature. Regardless of whether, organizations will have to embrace this change, whether it’s in the context of risk and compliance practices, business models or operational processes. The digital invasion in the travel industry is one example; the manner in which consumers buy travel products and services has radically changed the way traditional agencies sell travel. Manufacturers too have to adapt to Industry 4.0 or be left behind in the innovation curve.

How then should associations in the various industries react to these changes? Whether it’s a trade or professional association, a philanthropic organization or an NGO, members want to learn, acquire knowledge, and benefit from their community interactions. The responsibility of providing direction and clarity then falls upon the associations to ensure their members’ needs are met. Accordingly, their roles in this new climate of change must adapt as well if they are to answer the clarion call of their respective industries and members.

Amidst this landscape of disruptive shifts, it would be apt to take a look at the topic of advocacy and to understand how it can drive collaboration to influence the outcomes desired by associations.

ACTIONS THROUGH ADVOCACY

Is it a mindset shift that you want your members to adopt in order to meet the challenges of the future? Through advocacy efforts, we are able to cultivate and germinate an idea or ideal that we want to perpetuate and to garner support from it. The success of this effort depends on the method of outreach and how the message is amplified for effective engagement.

Audiences now do not want to be talked at or to be subjected to obvious persuasion. They want to be enlightened and to be spoken to in a way that naturally resonates with their ideals and belief systems. The message must
be aligned in a way that it bonds them to their societies and communities meaningfully. Does the FOMO (fear of missing out) approach work? And does it also work with the sceptics and traditionalists who think that the new era of disruptive change is an unnecessary disruption?

RE-ENGAGE, EXCITE AND INCITE

Keeping members engaged can be a tall order considering the diversity in demographic profiles, especially with the younger members, and this requires a different engagement strategy. There is a need to leverage technology platforms to ensure that members interact via these online tools and social media channels. Thereafter, the messaging approach has to be considered.

Is there good storytelling involved? The element of authenticity is generated with good storytelling, which makes it more believable and easier to relate to on a personal level. This desired effect is necessary in engaging the new generations of young professionals who have different ways of thinking. The common mistake of just highlighting product or service benefits serve no lasting value and does not bring the intention of the messaging to the intrinsic level that is needed for meaningful engagement.

By giving some thought into the intricacies of member advocacy efforts allows associations such as AIPC to establish a closer connection that is more reliable and makes it easier to address industry best practices and trends that navigate the sea of change.

In addition to his role as AIPC President and the incoming President of the Singapore Association for Convention and Exhibition Organisers and Suppliers (SACEOS), Aloysius Arlando is the CEO of SingEx Holdings. AIPC represents a global network of over 190 leading centres in 64 countries with the active involvement of more than 1000 management-level professionals worldwide. marianne.de.raay@aipc.org www.aipc.org