

Study Mission in Latin America

Latin America's steady growth in importance for the global economy led ASAE & The Center for Association Leadership to select it as the destination for the 2010 Study Mission. The mission allowed participants to get a first-hand understanding of the opportunities and challenges in the region.

In partnership with the **ASAE & the Center for Association Leadership**, MCI was responsible for developing the educational programme, as well as the cultural and social elements needed to provide the participants with a true taste of the region.

The Study Mission began in Buenos Aires, Argentina, continued in Sao Paulo, Brazil and ended with an optional extension over the weekend in Rio de Janeiro.

Educational sessions included presentations by economists and representatives of US-linked government organisations on the current and future economic outlooks for Argentina and Brazil; humouristic accounts of the history and culture of both nations; presentations by local government-linked organisations on continuing education and certification; talks on local legislation for associations; an overview of marketing



and communications; a look at the importance of Corporate Social Responsibility in the region; and case studies from successful associations (both national and international).

One-on-one meetings offered participants the chance to gather with local

counterparts to discuss possible partnerships. These encounters were highly appreciated by both parties and again proved to be one of the highlights of the event.

"The learning, the cultural and culinary experiences, the meetings with members and companies, and the opportunity to interact with bright, talented professionals made for a memorable week," said Thomas Ensign, Membership Services Director, **Million Dollar Round Table (MDRT)**.

"This trip was a success on so many levels and I would encourage all of us to reach out to others and share the experience with them" said Abe Eshkenazi, Chief Executive Officer, **APICS – The Association for Operations Management**.

The next Study Mission will be in China, 14-22 May 2011. For more information, contact Anne Blouin, CAE, Chief Learning Officer at ASAE & The Center (ablouin@asaecenter.org).

Participants included representatives from:

- American Institute of Certified Public Accountants (AICPA)
- American Massage Therapy Association (AMTA)
- The Association for Operations Management (APICS)
- The Institute for Internal Auditors (IIA)
- Institute for Operations Research and the Management Sciences (INFORMS)
- McKinley Marketing
- Million Dollar Round Table (MDRT)
- Project Management Institute (PMI)

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Message from the CEO

Quality as a Quest!

It is impossible to look back at 2009 without mentioning the global economic crisis. However, by remaining true to our core convictions and values, MCI was able to meet the challenge; and through our proactive approach and positive mindset, MCI even recorded a 12% increase in gross margin.

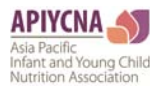
In 2010, we continue to build on the unique positioning afforded by our geographic spread, innovative services and strong market presence. We have invested heavily in proprietary technology which enables us to deliver events in a more sophisticated manner, and to leverage our purchasing power and effectiveness in ways that help our client organisations to make the most of our partnership.

Our high-calibre standard operating procedures, reflected by our AMC Institute Accreditation, together with our competency-driven methodologies and sharing of best practices and knowledge, help our staff to consistently deliver quality services with local relevance to our association clients across the world. ■

Robin Lokerman
CEO – MCI Institutional Division

Continuously improving our service to clients has always been at the top of MCI's list of priorities. In 2010, quality as a quest is our core focus across our practices. Some of our latest partnerships include:

Association Management



The founding companies behind the **Asia Pacific Infant and Young Child Nutrition Association (APIYCNA)** selected MCI Singapore to help them establish the association and then manage its development. The contract includes the legal incorporation and set-up of the association, preparation for its **World Health Organisation (WHO)** meetings and lobbying with local associations in the industry. [\(Website under construction\)](#)

Consulting



The **International Society of Orthopaedic Surgery and Traumatology (SICOT)** used the occasion of its 80th anniversary to ask MCI Brussels to conduct a strategic planning retreat with its board. The goal of the retreat was to help define a long-term strategy and value proposition for the organisation. www.sicot.org



In conjunction with its 80th anniversary, the **International Institute of Administrative Sciences ("Institut International des Sciences Administratives" or IIASA)**, has asked MCI Brussels to develop a comprehensive business plan for the association, with a specific focus on marketing, communications and business development. Within this framework, MCI organised a strategic workshop for the IIAS Executive Committee. www.iiasisa.be

Professional Congress Organisation



MCI Dublin partnered with a local conference ambassador to bid for the **European Society for Child and Adolescent Psychiatry (ESCAP)** Conference in Dublin in 2013. The event is expected to attract some 3,000 participants from the UK, Europe and the USA. www.escap-net.org



The **European Federation of National Associations of Orthopaedics and Traumatology (EFORT)** has contracted MCI Berlin and MCI Zurich as the core PCOs for its Congresses to be held from 2012 to 2015 in Berlin, Istanbul, London and Prague, respectfully, with some 7,000 participants expected at each. www.efort.org



MCI Paris won 2 international association congresses and 4 events from the **European Association of Dermato-Oncology (EADO)**. It will provide full concept and services for the June 2011 edition of the Congress, which will take place in Nantes, France with 300 participants expected; and registration services for the September 2011 Congress of the International Forum for the Study of Itch to take place in Brest, France with 300 participants expected. www.eado.org



MCI in China has been contracted to organise the 14th International Pain Clinic Congress & The 1st Asian Congress on Pain: "From Ancient to Modern Pain Medicine". This unique event combines the 14th biennial **World Society of Pain Clinicians (WSPC)** meeting with the very first Asian Congress on Pain. With an estimated participation of over 2,000 pain specialists and practitioners, the Congress will be held 28-31 October 2010 in Beijing, China. www.ccwspc.org

More Global Offices

In May, MCI announced the opening of 5 new offices resulting from the merger with Event Planners Australia, which has offices in Adelaide, Brisbane, Hobart, Melbourne and Sydney. This brings MCI to a total of 43 offices in 21 countries. In addition, Eurocongress International from Amsterdam, The Netherlands will merge with the already existing MCI Amsterdam office reinforcing our service to the association market in the Netherlands. ■

Doctor Named “Meeting Planner of the Year”

Dr. Gunnar Öhlén, Director of the Emergency Clinic, Karolinska University Hospital, Stockholm, and President of **EuSEM (European Society for Emergency Medicine)** has been named “Meeting Planner of the Year” by *Meetings International* magazine. “Gunnar is developing an entire branch of medical specialisation, Emergency Care, through conferences in Sweden and abroad. An unusual and very creative approach, we think,” says Bo Magnusson, CEO of MCI in Sweden.

Öhlén and MCI in Sweden have worked together on many Congresses, such as Emergency Days, EuSEM 2010 in Stockholm and EuSEM 2008 in Munich. He has also collaborated with MCI Barcelona and MCI Dublin. ■



MCI – Global Partner of IOF

The **International Osteoporosis Foundation (IOF)** is the largest global non-governmental organisation dedicated to the prevention, diagnosis and treatment of osteoporosis. Having worked with MCI’s global Association Management & Consulting Practice for a couple of strategic planning workshops in 2009, the IOF has just appointed MCI Singapore as its association management partner for its Asia Pacific development and operations, including the organisation of the inaugural IOF regional Osteoporosis Meeting to be held 10-13 December, 2010 in Singapore.

MCI Geneva supported IOF with a number of meetings, most recently the IOF WCO-ECCEO Congress (Florence, Italy, 5-8 May, 2010) with 5,500 participants and MCI Spain will manage the ECCEO11-IOF Congress in March next year. MCI Beijing organised IOF’s Worldwide Conference for Patient Societies in 2009, which gathered over 150 participants in Beijing, China. ■

Implementing Sustainable Event Management Practices in Asia

In what may be the first of such events in the region, MCI offices in Singapore and Hong Kong have put Sustainable Event Management (SEM) practices on the map. As organisers of the CSR Summit and the International Conference on Climate Change, respectively, they successfully integrated key aspects of supplier engagement and event measurement on behalf of their clients. For more information on sustainable event management in Asia, contact Lester Chin (lester.chin@mci-group.com) or Claire Saunders (claire.saunders@mci-group.com). ■

60% Increase Revenue in Sponsorship

After MCI Petersfield/London won the PCO contract to manage the 43rd Annual Meeting of the **European Society for Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)**, a team from MCI was fortunate enough to attend the current year’s event. This formed a perfect opportunity to introduce MCI to industry partners and begin to build relationships with important financial contributors to the event. Thanks to effective and consistent communication with stakeholders, the 2010 event is showing an increase in sponsorship and exhibition revenue by more than 60% on 2009. MCI offered new and innovative sponsorship opportunities, such as hyperlink facilities from the conference programme to invitations via the event website to support the Symposium sponsors with audience generation, as well as e-shot opportunities enabling the sponsors to communicate with pre-registered delegates in advance of the event. ■

Tourism Australia Brings Buyers to Beijing

With the help of MCI in China, Robin Lokerman facilitated a session about associations in Asia for the 2010 TABEE (Team Australia Business Events Educational). This event, organised by Tourism Australia, brought 200 Australian MICE (Meetings, Incentives, Conferences and Exhibitions) suppliers and over 100 buyers to Beijing. ■

Strategy Development for EMWA

 EMWA European Medical Writers Association

MCI Petersfield/London has been working with **The European Medical Writers Association (EMWA)** to develop a 3-year strategic plan for the organisation. EMWA is a network of medical communicators with a complex mix of priorities: a certificated education programme, a quarterly journal, a variety of networks and a twice-yearly conference. Whilst each of these activities gives the association a diverse platform for knowledge-sharing opportunities, there was a need to focus the activity on key areas. MCI took a benefits-led approach and guided the development of a plan that concentrated on boosting awareness and respect for the medical writing profession, thereby increasing membership appeal to a wider audience. “You have been key in helping us focus our ideas – I really don’t think we could have gone this far without you,” said Dr Helen Baldwin, EMWA President. ■

Developments in Asia Pacific



Since September 2009, MCI Singapore has provided **The Association for Operations Management (APICS)** with administrative support for the examination registrations of the Association's certification programmes in the Asia Pacific region: the Certified in Production and Inventory Management (CPIM) and Certified Supply Chain Professional (CSCP) designations. The registrations pertain to certification examinations to be held in 6 cities, including: Kuala Lumpur and Penang, Malaysia; Singapore; Hong Kong, China; Tokyo, Japan; and Manila, the Philippines.

In addition to receiving and processing the exam registrations and payments, MCI Singapore prepares regular reports for APICS and communicates the examination results to candidates. It will also be responsible for helping APICS launch, develop and manage its first ever Asia Pacific conference.

MCI Brussels also works with APICS, responsible for market growth, partnership development, channel management and operations in the Europe, Middle East, and Africa (EMEA) region. MCI France manages the operations and annual conference of the **French Association for Operations Management (FAPICS)**. ■

Relationship Building in Vienna

On 4 March, the Vienna Congress Center, together with MCI Berlin and MCI Vienna, invited 12 elite guests from the fields of science and research to a scientific table discussion. The dinner focused on an interdisciplinary scientific exchange around advanced topics. ■

Inside Knowledge – Structured School-to-School Learning Visits

MCI Petersfield/London has recently been appointed by the **Department for Children, Schools and Families** to launch a new leading practice exchange programme. The programme, entitled "Inside Knowledge", enables schools to learn from each other on areas of national priority. MCI is recruiting and assessing host schools on their ability to disseminate and communicate their leading practice. Host schools will

New Ideas for Success

For the third consecutive year, MCI Brussels organised the **Cable Europe** Congress in Brussels on 1-5 March with 860 participants, an increase of 12% from the previous year. This year, special attention was given to networking opportunities, introducing new ideas like an evening at the pub with a sampling of local Belgian beers. *"Everything, from the CEO Dinner with Ambassador Kennard to the intense conference programme, the venue and the gala dinner, delivered a very professional and positive message. I heard numerous times how the show this year, even more than in previous years, gave the distinct experience of an upbeat and self-confident industry, ready for the future,"* said Manuel Kohnstamm, President of Cable Europe. ■



So CHIC



MCI in China organised the 2010 CHIC (China Hotel Investment Conference), the most influential hotel investment conference yet in China, on 12-14 May. Over 600 delegates, including high-level officials from the China National Tourist Administration, attended the event. MCI provided registration, speaker management, sponsorship and sales, and venue management services, and generated content to help market the event. ■

Platform for Thoracic Medicine in the Middle East



In March, MCI Dubai organised the first Gulf Thoracic Congress held in the Middle East. The objective of the event, supported by the **Saudi Thoracic Society**, the **Emirates Allergy & Respiratory Society** and the **American College of Chest Physicians**, was to create a platform for regional medical practitioners in Thoracic Medicine. Despite the challenging economic climate, the congress still managed to attract over 700 delegates from more than 33 countries, as well as 10 major sponsors. ■

Congratulations!

- Effective 1 July, Sebastien Tondeur, CEO MCI, has become Chairman-Elect of **Meeting Professionals International (MPI)**
- Philippe Fournier, Managing Director of MCI in France, was elected President of **IAPCO (International Association of Professional Congress Organisers)**. *"It is a tremendous honour to lead this prestigious organisation and to serve our profession,"* he said.
- Jean Evans, Director of Conferences, MCI Dublin has been appointed Vice-Chairperson of the **Association of Irish Professional Conference Organisers (AIPCO)**. ■

If It Doesn't Have a Number, It Does Not Count!

Year upon year, congress sponsorship opportunities and exhibition concepts see little innovation or change. In these challenging economic times there is an increased pressure to justify the value of sponsorship and exhibition investment. As summarised by Sebastien Tondeur, "If it doesn't have a number, it does not count". Recognising the need to move away from the traditional "good old stuff", MCI Geneva decided to take an innovative approach, and involve an external, independent and objective consultant to view the current state of congress exhibition and sponsorship. At the **European League Against Rheumatism (EULAR) 2009 Congress** in Copenhagen last June, MCI asked Reflection Marketing, a communication and marketing consultancy, to perform an onsite audit of all

featured sponsoring and exhibition activities from an outsider's point of view.

This consultancy was specifically chosen for having only limited experience of working with the congress industry, in order to be able to bring in fresh new ideas as well as an original and unbiased point of view.

Using visitor feedback, traffic flow measurements and a specific set of criteria, each sponsorship and exhibition item was analysed in depth and then ranked in relation to its overall impact and level of performance. Based on tangible statistics (to be able to demonstrate the real "value" of each sponsorship item), MCI Geneva has now begun a global analysis on how to improve exhibition layout, sponsorship best-sellers, lower-performing offerings and overall congress income. ■

PMI Scores Success with Global Congresses



MCI, in the capacity of **Project Management Institute (PMI)**'s Asia Pacific Service Centre, played a key role in delivering the successful PMI Global Congress 2010—Asia Pacific. Taking place 22-24 February at the Melbourne Convention and Exhibition Centre, Australia, the 3-day congress attracted close to 800 project management professionals from 35 countries. This is the fifth consecutive year that MCI Singapore has collaborated with PMI to promote and manage its regional congress. Our service offerings included marketing strategy and implementation, exhibit and sponsorship sales, exhibit management, and onsite support.

On the other side of the globe, MCI Brussels who serves as the Regional Service Centre for PMI in Europe, Middle East & Africa developed a marketing campaign for the PMI Global Congress 2010—Europe, Middle East & Africa, held 10-12 May in Milan, Italy. The campaign included print promotional materials, viral marketing, posters, advertisements and e-blasts, and resulted in a 30% increase in attendance over last year with more than 800 participants. Among the new initiatives introduced this year was a career centre that allowed participants to meet with potential future employers. ■

Inaugural Association Day in Singapore



MCI Singapore organised its first Association Management Seminar in early February at Suntec Singapore International Convention and Exhibition Centre, attracting 70 senior association management professionals, directors and decision-makers from various associations in Singapore. The half-day Seminar, titled "Associations in Turbulent Times", focused on shar-

ing best practice management techniques and served as a platform for associations to learn from and network with other societies.

Robin Lokerman, CEO, MCI Institutional Division, delivered a session on how associations can keep up with the changing times and ways to diversify revenue sources. A second seminar was scheduled for 23 July 2010. ■

Talking about Global Growth

This year MCI is confirmed to speak at several **ASAE & The Center for Association Leadership** events in the USA:

- Association International Pre-Conference and Conference (which was held 24-26 March, Washington) with a session on global growth for Associations.
- Annual Meeting (21-24 August, Los Angeles) with several sessions including: "Penetrating or Expanding Global Markets through Meetings" (22 August), and a stand in the Expo.
- Healthcare Association Conference (18-19 November, Chicago) with a session on "Leveraging the Contents of your Medical Meeting Internationally" based on a client's case study.

60th Anniversary Milestone

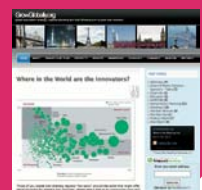


2010 is a key year for the Renal Association; it marks its 60th year, making it the oldest renal association in the world. To celebrate this prestigious milestone, MCI has created a diary of events and activities that will be ongoing throughout the year.

In January, MCI kicked off with the redesign of the Renal Association website and eNews magazine. Both of these communication tools play host to various projects throughout 2010, such as bespoke interviews/case studies with award-winning nephrologists, a historical focus on 12 key abstracts picked from the past 60 years, a 60th Scientific Session at the RA/BRS Conference in May and a made-to-order 60th anniversary gala dinner at The Monastery, Manchester, which took place on 18 May. MCI has also launched a historical online Renal Association Archive. The Renal Association has held scientific meetings at least once a year since it was founded in 1950; it has in the archive almost all the abstracts ever presented to the Renal Association. This archive proudly sits on the home page of the website. ■

Recent Posts on GrowGlobally.org

Visit www.growglobally.org and learn how your association can expand market access through meetings. ■



MCI EXPERTISE

– in Managing Organisations in the “Environmental” Field

Committed to Corporate Social Responsibility (CSR), MCI is also a key partner of prestigious organisations in the environmental field, and has organised important events in this area. Some of these partnerships include:

- Alfred Wegener Institute for Polar and Marine Research
- Asia Pacific Water Summit
- Bureau of International Recycling Spring Convention
- City of Stockholm, Environment and Health Organisations – Clean Vehicles & Fuel
- Environment & Health Congress
- EU Battery Days
- European Wind Energy Association
- First International Polar Year Workshop on Sustaining Arctic Observing Network
- Global Water Partnership
- Groundwater Quality
- Institute for Hygiene and Environmental Medicine
- International Climate Change Conference
- International Environment Health Conference World Water Forum
- International Symposium for Fuels & Lubricants Congress
- International Union for Conservation of Nature
- S-DEV Geneva Conference
- Singapore Compact for CSR
- Starfish Research & Strategy
- Stockholm International Water Institute
- Swedish Forest Industry
- The City of Stockholm, Environment and Health Administration
- The United Nations Global Compact Leaders Summit
- UK Environment Agency
- United Nations Climate Change Conference (COP15)
- World Business Summit on Climate Change
- World Water Week ■

Growing ASH in Latin America

Positioning itself as the world’s premier hematology association, **ASH (American Society of Hematology)** aims at increasing the exchange of hematology knowledge and resources with clinicians and scientists outside of the USA. This year ASH, with the support of MCI in Latin America, organised a successful new edition of its incentive and educational meeting based on the US model. MCI nurtured the partnership between the local host society and the international organisation to ensure that the event had a Latin America region-wide focus, and developed alliances with other regional societies in line with ASH’s global strategy. The meeting contents were adapted to cater to the needs of the



region’s audience with high-quality scientific programmes. *“The companies that did not participate, lost,”* raved a participant. *“We should include some of the adaptations made in Latin America into our US editions,”* added an international speaker. ■

Sharing Lessons from COP15



MCI and the **Copenhagen Sustainable Meetings Coalition** together announced the release of the United Nations Climate Conference (COP15) sustainable event report and the simultaneous release of the Copenhagen Sustainable Meetings Protocol (CSMP). Each document outlines strategies and actions for sustainable development and sustainable events, using the specific example of the first United Nations event to successfully achieve compliance with the BS8901 Sustainable Event Management Standard.

The CSMP, the result of a unique public-private collaboration, captures and shares the lessons from COP15 and reflects the industry’s most advanced thinking to date. The documents are available for download from www.lessconversationmoreaction.com and www.csmp.dk. ■

SUCCESS STORY Building ESMINT Community



The relationship between **ESMINT (European Society for Minimally Invasive Neurological Therapy)** and MCI started in June 2008. At that time, a group of neuroradiologists who did not feel well-enough represented by **ESNR (European Society of Neuroradiology)** were keen on starting their own sub-specialty organisation to share research and experience. Soon, ESMINT was born.

MCI has been instrumental in establishing this community of specialists and positioning it as a niche specialty organisation. Fully supported by the Executive Committee and the Board, MCI provided strategic advice to help define the mission and vision of the new organisation, and was responsible for its legal incorporation. MCI helped put processes in place and

ensured consistent, regular and transparent communication with the leadership team. Two years later, the organisation has reached over 280 individual members and has launched a series of training courses, the first of which recently took place in Barcelona, Spain. Today, MCI is ESMINT’s association management and core PCO partner.

*“MCI Zurich’s proven experience with **CIRSE (Cardiovascular and Interventional Radiological Society of Europe)** and **IDKD (International Diagnostic Course Davos)** was decisive for us. We knew they would take our sub-specialty to where we wanted it to be,”* said Prof. Rüfenacht, Head of the Neuroradiology Department of the Hirslanden Clinic in Zurich and Treasurer of ESMINT. ■



Why MCI?

Interview with Professor Ruby Pawankar

Professor Ruby Pawankar

President Elect – World Allergy Organisation (WAO)

Director – Asian Allergy Asthma Foundation (AAAF)

Congress Chair – Middle East Asia Allergy Asthma & Immunology Congress (MEAAAIC)

MCI: Why did you decide to go use a PCO for your congresses?

Prof. Pawankar: In order to have a very well organised congress, it is absolutely crucial to work with a PCO that is specialised in organising meetings and in raising funds. It is a common misconception that working with a PCO can be an extra cost in conference planning and delivery, but a good PCO can be invaluable in terms of both time and budget management. Professionals like myself and my colleagues have very hectic schedules, and we also have to travel for international meetings and board meetings, so it is virtually impossible for us to even conceive to organise meetings without the support of a PCO.

MCI: What was your first impression of MCI?

Prof. Pawankar: At the very beginning of our interactions I realised that, as a multinational business, MCI had a very good understanding of local conditions and could manage things efficiently in a culturally compatible way. To me, a good PCO is very flexible in its approach.

MCI: What do you value the most in your relationship with MCI?

Prof. Pawankar: Trust, professionalism, courtesy and flexibility. On working days or on holidays, my colleagues and I have the liberty to call upon the MCI team as needed, and they would never complain but provide

the needed service with a smile.

MCI: What is your most memorable moment working with MCI?

Prof. Pawankar: There are several memorable moments, but one in particular was the closing ceremony for MEAAAIC, when the MCI team gathered together with us to celebrate its success.

MCI: In 3 words, how would you qualify your partnership with MCI?

Prof. Pawankar: Trustworthy, professional, courteous.

Insider's View

MCI: How did you start working with Middle East Asia Allergy Asthma & Immunology Congress (MEAAAIC) and Asian Allergy Asthma Foundation (AAAF)?

Ajay Bhojwani: Professor Pawankar was working with another PCO, and 5 months prior to the Congress, there were some major issues and challenges involved in working with them. We got the opportunity to take over the project with a very short lead time but managed to turn things around and build a successful partnership with her and the organising committee of MEAAAIC. Thanks to this success, we have now been given the task of opening and running the international office of AAAF in the Middle East.

MCI: How do you plan to develop MEAAAIC and build AAAF's community in the Middle East?

A. B.: For MEAAAIC, now in its second year, we are developing a more **focused regional marketing strategy** as well as partnering with key industry media to expand our reach and grow the attendance. On AAAF, the focus remains on building partnerships with pharmaceutical companies and government agencies.

MCI: Define trust.

A. B.: Trust is what allows us to have meaningful relationships with other people. With their trust, our clients give us the authority and responsibility to act on their behalf and build their communities.

MCI: What motivates you in your everyday work?

A. B.: The spirit of winning and teamwork. It is great to work with a company like MCI, which is on fast track growth and where you are recognised for your efforts. The success achieved would not have been possible without a great team in the Middle East, and a lot of the credit goes to them. ■

Ajay Bhojwani

Director – Association Management & Consulting, and Congresses





Social Media for Not-for-Profit

- Meeting the Members of Tomorrow

Social media has modernised the business community and democratised knowledge and information. Over two billion people are connected on the online world and interact daily on social media platforms.

Why invest time and resources?

If Facebook were a country, it would be the fourth most populous one. The World Wide Web brought together people and businesses; social media created the platforms for their interaction. Associations can reach a wider audience of industry professionals and offer their products and services by using these platforms.

Dialogue not monologue

Social media is not just a marketing tool. It also comprises:

- **Public relations** – Build the association's awareness and visibility to a larger audience.
- **Customer service** – Specific social media platforms can be used for membership recruitment and retention.

- **Loyalty building** – Mix traditional loyalty programmes with the use of online platforms for members, partners and event sponsors.
- **Networking** – Use social media as a platform where members and industry professionals can network. Claim the benefit of being the connector in your industry.
- **Thought-leadership** – Position the association as a thought-leader in relevant industry topics. Stay ahead of the curve by regularly screening trends and ideas on social media, and be the first to react to industry needs.

Key strategies to adopt

- **Be connected** and tell your community how and where to engage and participate. Use your newsletter, website, brochures, email signature, etc.
- **Evaluate, adjust and optimise** your social media plan by reacting to the response and receptivity to the selected platforms. If your audience is not actively participating in one of the selected tools, then look into phasing it out. And if the discussions on another platform mention trends and changes to products and services, proactively respond to them.
- **Gain feedback** from your audience and use it for your products and services offers and messaging. Monitor the discussions and participation trends. Further expand

the results from monitoring by launching a debate of substance or by surveying the audience.

- **Measure** critical aspects like audience, engagement, loyalty, influence, action, etc. Analyse and interpret your social media metrics in conjunction with your web analytics. Several ready-made tools for social media measurement and monitoring are currently available.

Start today!

Allocate the necessary time and resources to include social media in the marketing mix of your association. In case your association does not possess enough resources or hesitates on how best to proceed, consider hiring or consulting a social media specialist.

For more information, contact Cláudia Fortes, Marketing Communications Manager, Social Media Expert, MCI Brussels Office.

In the next issue...

Read about MCI clients and recent global developments.



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31 August - 2 September 2010
CIBTM
Beijing China
www.cibtm.com

23-27 October 2010
49th ICCA Congress
Hyderabad, India
www.iccaworld.com/dbs/congress2010

18-19 November 2010
2010 Healthcare Association
Conference
Chicago, USA
www.asaecenter.org/HAC



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