

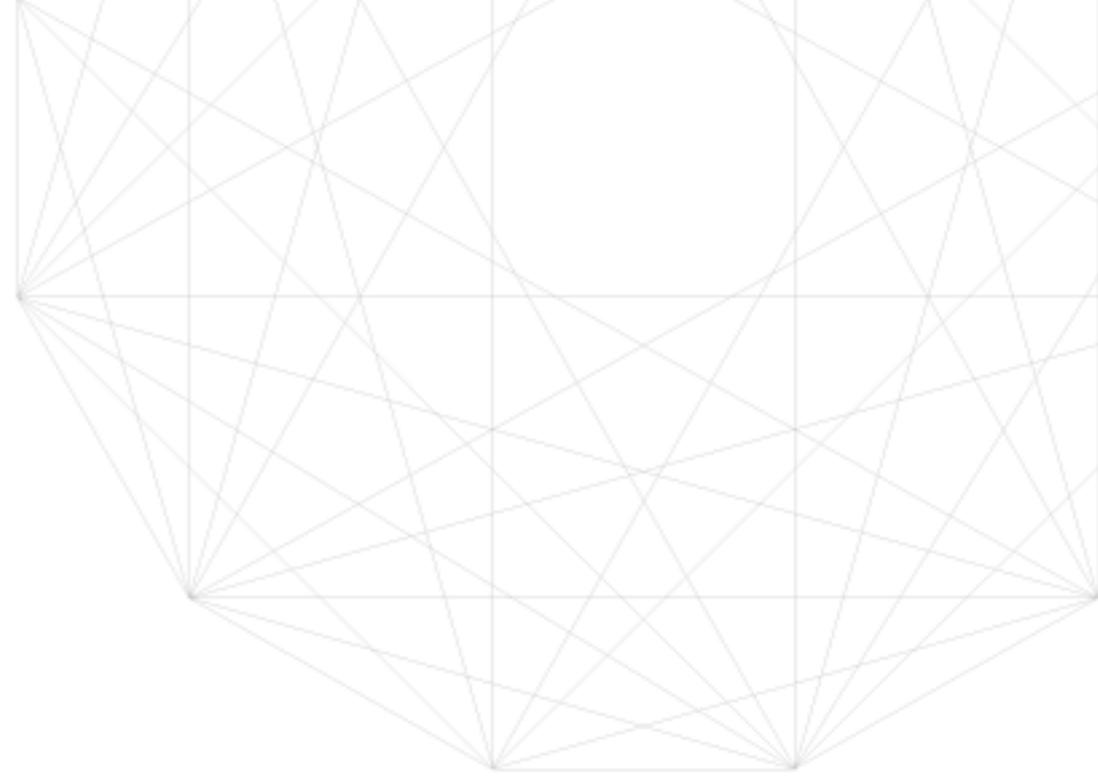
Embracing the challenge of operating a secretariat across multiple continents and time-zones

Ryan Brubaker, Union of International Associations
UIA Round Table Asia-Pacific
September 30th, 2015 • Bangkok, Thailand

Maintaining a consistent identity for your association



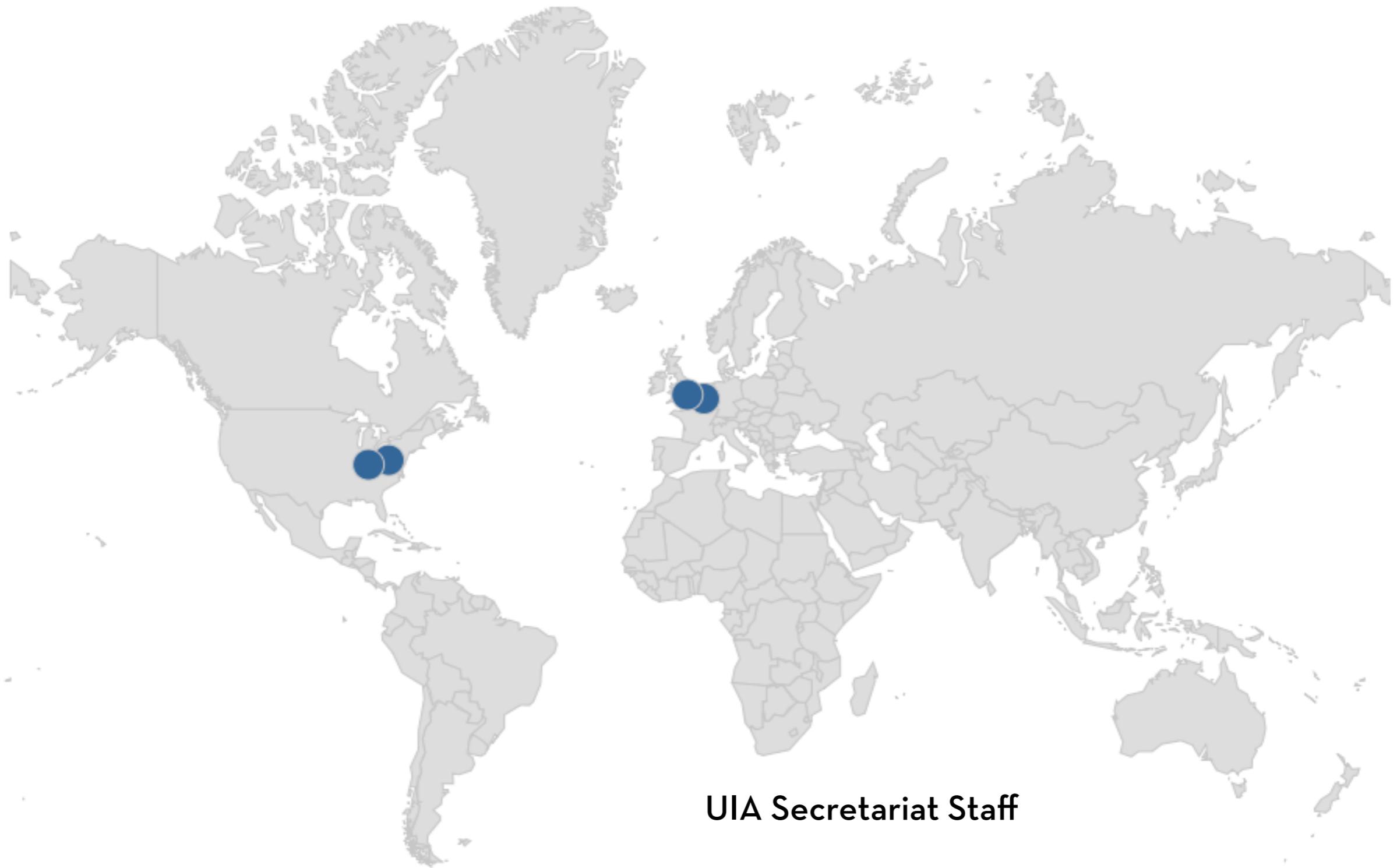
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The Challenge:

Operating a successful secretariat across multiple continents and time-zones

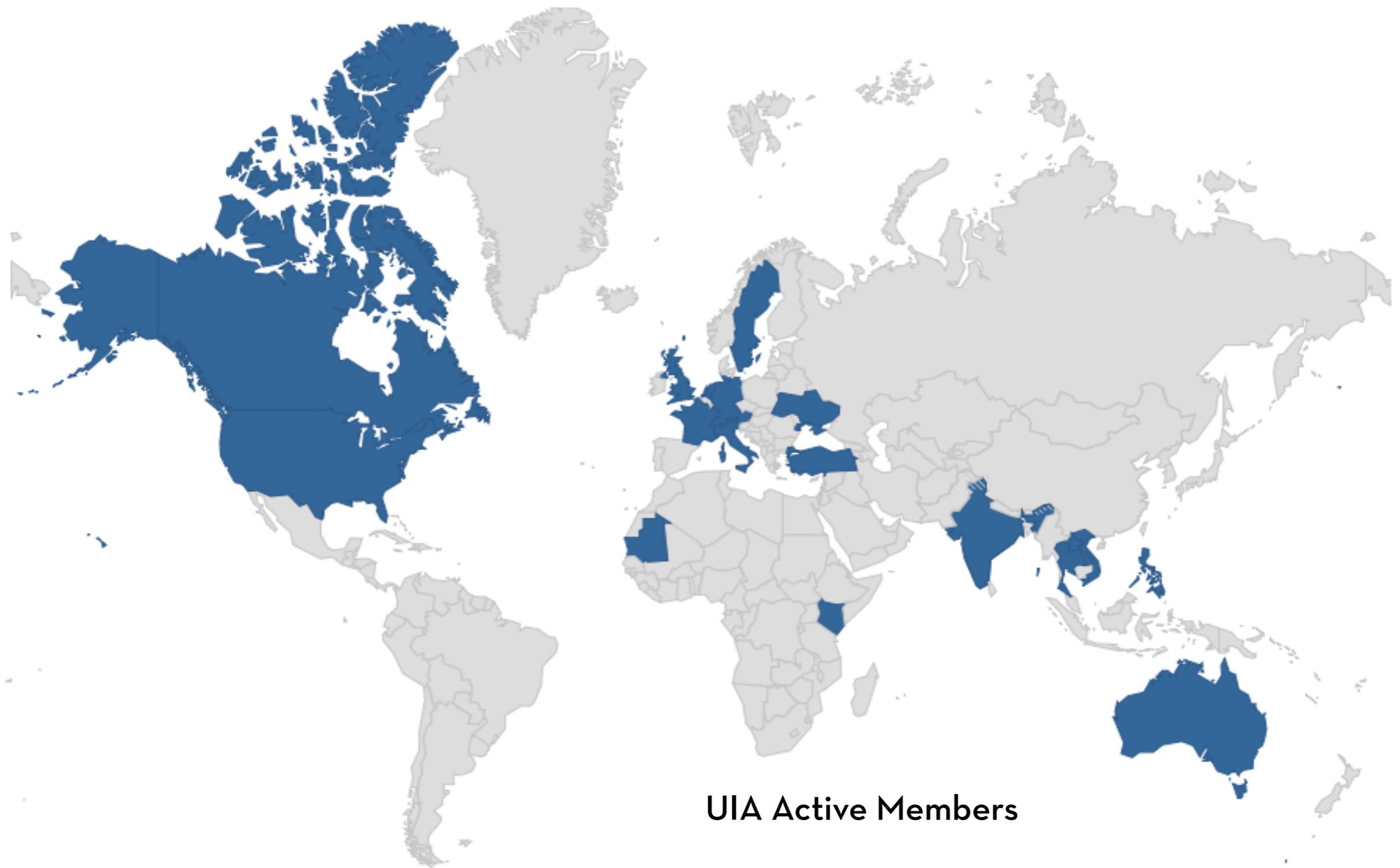




UIA Secretariat Staff



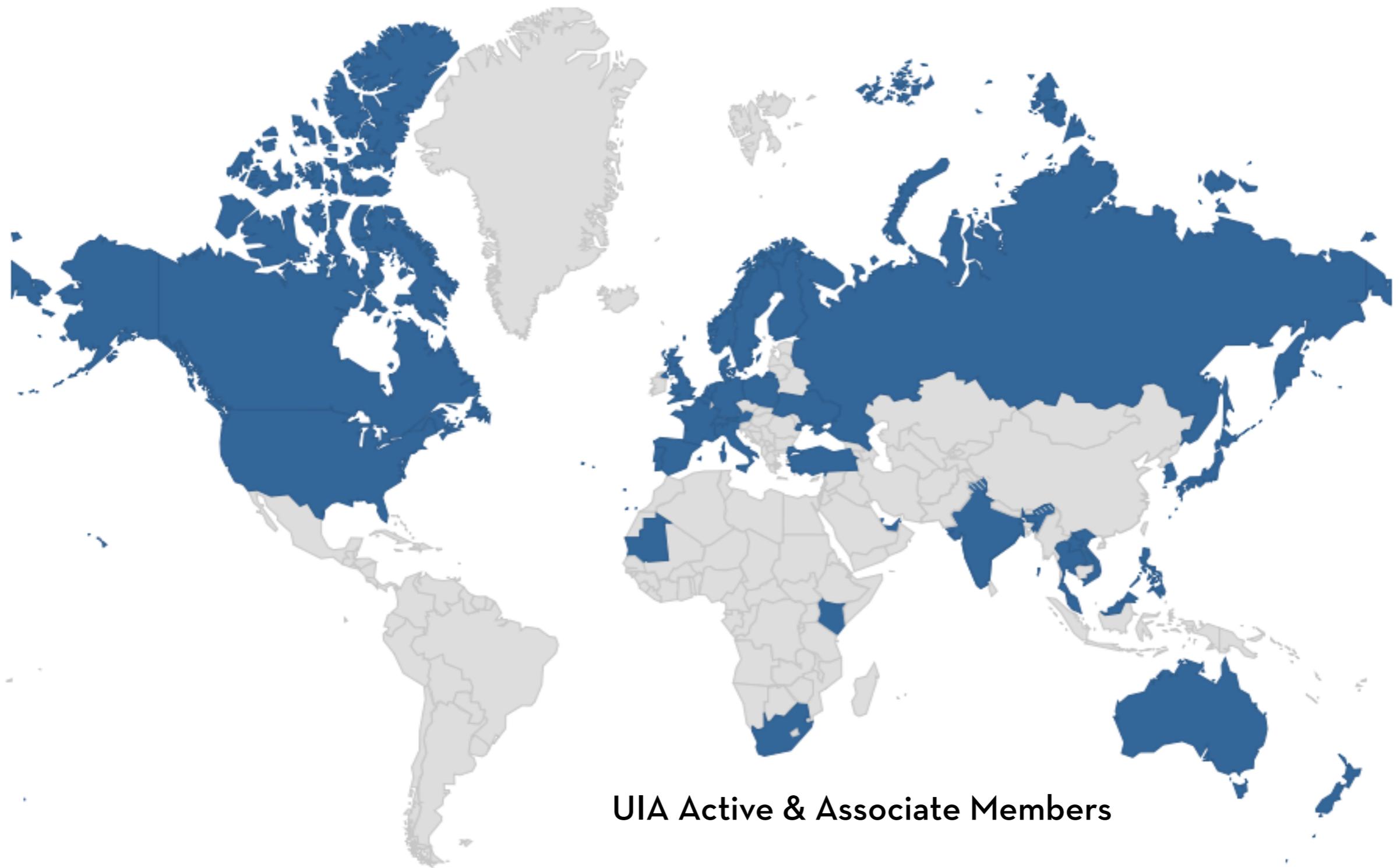
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UIA Active Members



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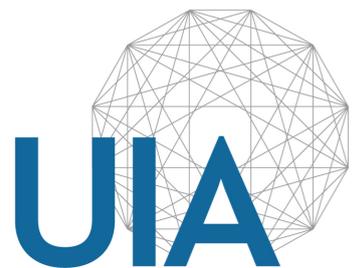
UIA Active & Associate Members



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UIA Yearbook Organizations



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The Challenge:

Operating a secretariat across multiple continents and time-zones

Strategies:

Develop a communication protocol



The Challenge:

Operating a secretariat across multiple continents and time-zones

Strategies:

**Allow unique work setups for individual
team members**



The Challenge:

Operating a secretariat across multiple continents and time-zones

Strategies:

**Develop a range of team members for each task,
and tasks for each team member**
(embrace multi-tasking)

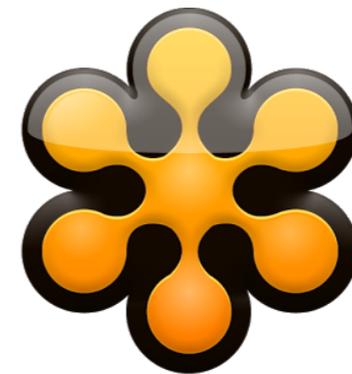
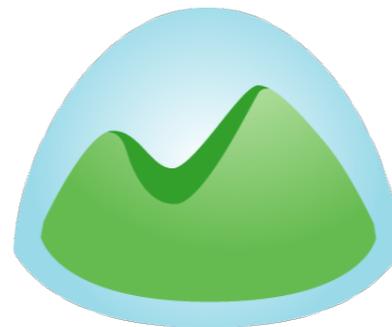
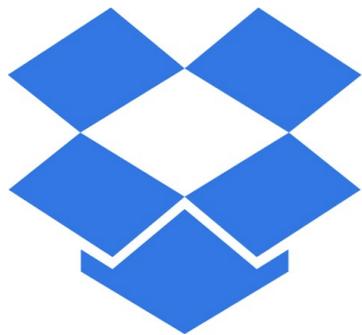


The Challenge:

Operating a secretariat across multiple continents and time-zones

Strategies:

Utilize technology



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The Challenge:

Operating a secretariat across multiple continents and time-zones

Strategies:

**Remember that technology is
not necessarily the solution**



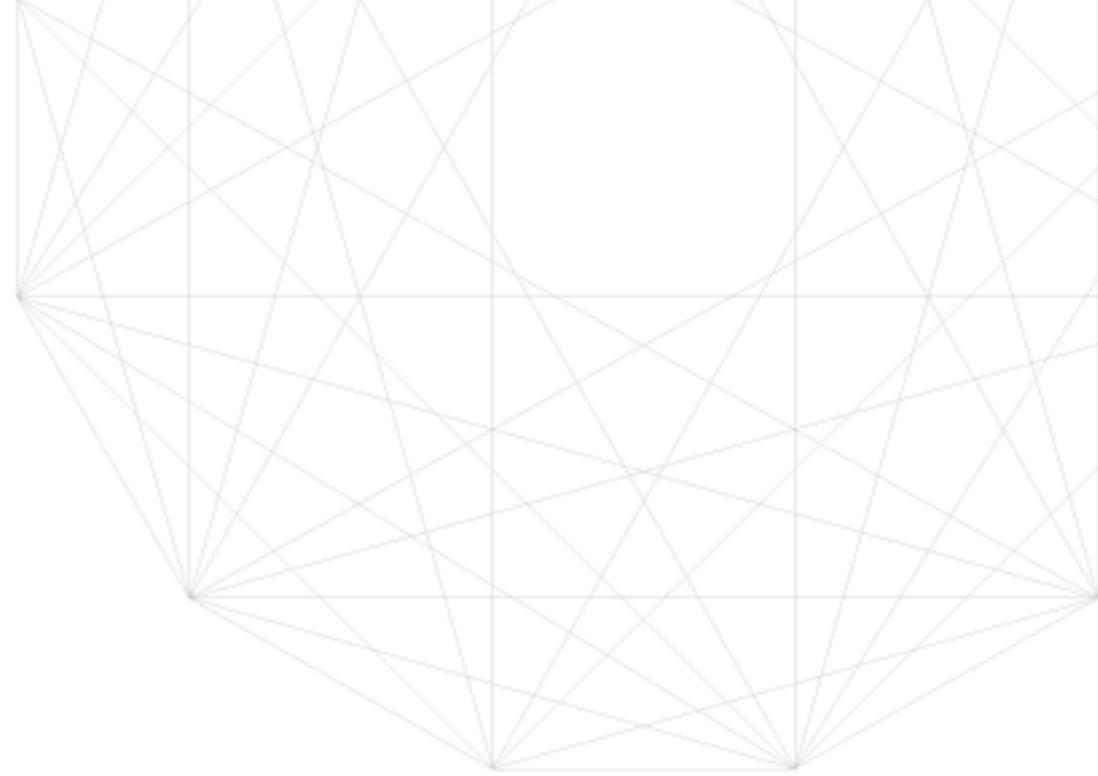
The Challenge:

Operating a secretariat across multiple continents and time-zones

Strategies:

Meet at least once a year





The Opportunity:
**Operating a successful secretariat across
multiple continents and time-zones**



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The Opportunity:

Operating a secretariat across multiple continents and time-zones

Advantages:

Availability from multiple locations

(meetings, appointments, etc.)



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The Opportunity:

Operating a secretariat across multiple continents and time-zones

Advantages:

Wider range of potential team members



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The Opportunity:

Operating a secretariat across multiple continents and time-zones

Advantages:

**Ability to retain colleagues
through life changes**



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The Opportunity:

Operating a secretariat across multiple continents and time-zones

Advantages:

Using the time-zone to your advantage



The Opportunity:

Operating a secretariat across multiple continents and time-zones

Advantages:

Potential to reduce office space and costs



The Opportunity:

Operating a secretariat across multiple continents and time-zones

Advantages:

Less time spent commuting



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The Opportunity:

Operating a secretariat across multiple continents and time-zones

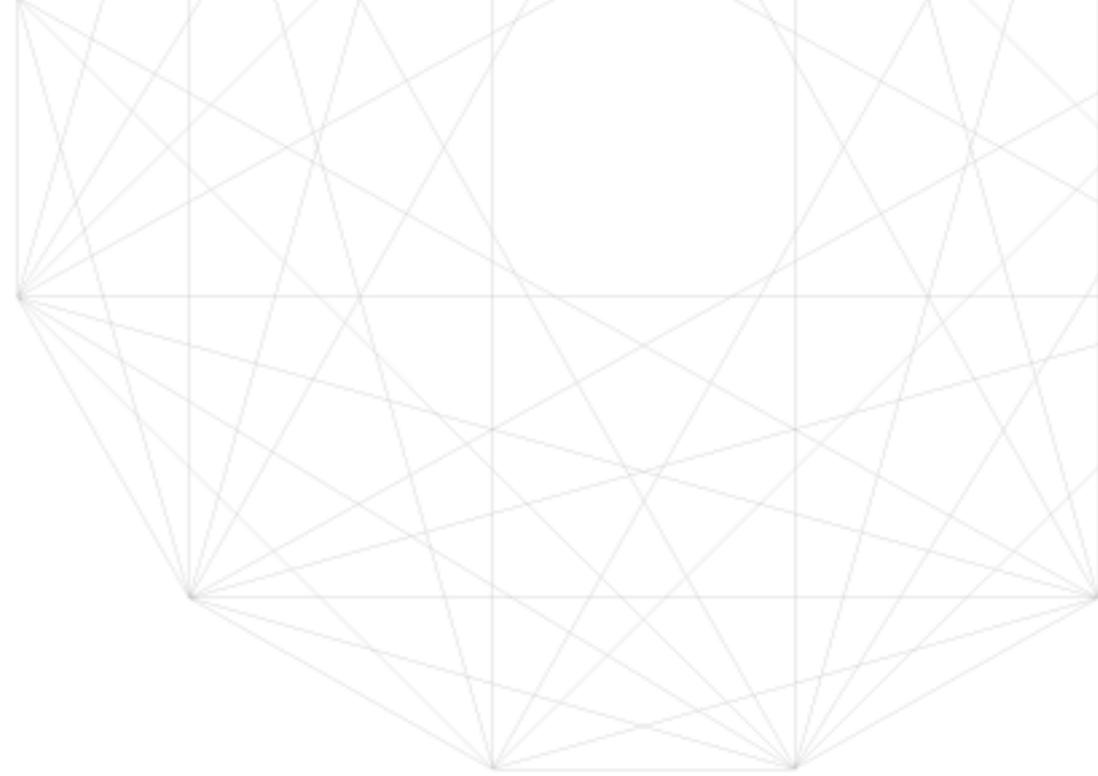
Advantages:

Flexibility



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The Challenge:
**Maintaining a consistent identity
for your association**



The Challenge:

Maintaining a consistent identity for your association

Strategies:

Craft a strong visual identity





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The screenshot shows the homepage of the Union of International Associations (UIA). The browser address bar displays "www.uia.org". The page features a blue header with the UIA logo and navigation links: "Databases Activities Members Shop News Support About Contact Log In". Below the header, there is a "SHARE" button and a "Select Language" dropdown menu.

UIA

The Union of International Associations (UIA) is a research institute and documentation centre, based in Brussels. It was founded one hundred years ago, in 1907, by [Henri La Fontaine](#) (Nobel Peace Prize laureate of 1913), and [Paul Otlet](#), a founding father of what is now called information science.

Non-profit, apolitical, independent, and non-governmental in nature, the UIA has been a pioneer in the research, monitoring and provision of information on international organizations, international associations and their global challenges since 1907.

Publicly the UIA is best known for the *Yearbook of International Organizations*; the *Encyclopedia of World Problems and Human Potential*; the *International Congress Calendar*; and its journal *Transnational Associations*. [\[Read more about our activities\]](#)

In its on-going efforts to facilitate understanding of the nature and complexities of the international community of organizations the UIA has become a cutting-edge technical centre with high standing in the academic, governmental, and business domains.

The UIA has consultative status with [UNESCO](#) and with [ECOSOC](#).

[\[Read more about the UIA\]](#)

UIA ANNIVERSARY

 UIA's Centenary Celebrations

UIA news:

- [UIA Active Member, Andrew Rice, passes away at 87](#)
- [New free tool - Logotypes of international organizations](#)
- [Elise Boulding, UIA Active Member, dies at 89](#)
- [2010 3rd issue of International Congress Calendar now available](#)
- [HQ Asia-Pacific first edition now available](#)

[more](#)

Civil society news:

- [Floods in Pakistan erode access to health care for millions](#)
- [Annual Convention of the AVMA](#)
- [German Association of Veterinary Practitioners Congress](#)
- [Event by Event reports from Zürich - Samsung Diamond League](#)
- [Harold Connolly, 1956 Olympic champion, passes away](#)

[more](#)

Link directory:

- [Open Forum for CSO Development Effectiveness](#)
- [Eventbrite](#)
- [International Fellowship opportunities for NGOs](#)
- [PHD Comics: Call for Papers](#)
- [Conference Room That Re-Arranges Itself](#)

[more](#)

Other news:

- [ESAE Event Activity Survey](#)
- [Launch of Website for Civil Society and the MDG Summit](#)
- [Webinar - 18 March "Simplifying the Grantmaking Process to Overseas Organizations"](#)
- [ICHRP online discussion forum on human rights principles and NGO accountability](#)
- [UNITAR e-learning courses for NGOs in consultative status with ECOSOC](#)

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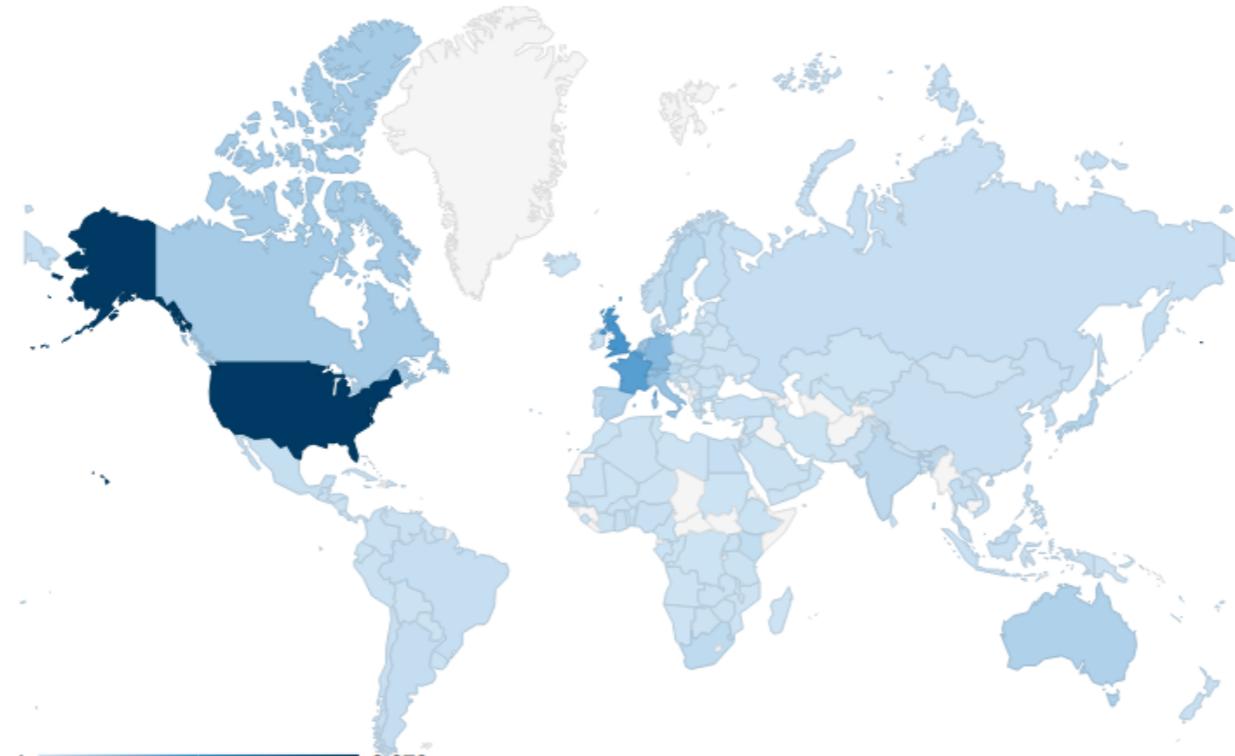
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Union des Associations Internationales



1 6,670

Countries in Which International Organization Headquarters Are Located in 2013
From the *Yearbook of International Organizations*

— Pause —

About UIA

The Union of International Associations (UIA) is a research institute and documentation centre, based in Brussels. It was founded over one hundred years ago, in 1907, by Henri La Fontaine (Nobel Peace Prize laureate of 1913), and Paul Otlet, a founding father of what is now called information science.

Our Work

The UIA is best known for the:

- [Yearbook of International Organizations](#)
- [International Congress Calendar](#)
- [International Meetings Statistics Report](#)
- [Annual Associations Round Table](#)
- [Encyclopedia of World Problems and Human Potential](#)
- [Transnational Associations](#)
(former journal)

In its on-going efforts to facilitate understanding of the nature and complexities of the international community of organizations the UIA has become a cutting-edge technical centre with high standing in the academic, governmental, and business domains.

OPEN DATABASES

Open Yearbook & Open Calendar



The Challenge:

Maintaining a consistent identity for your association

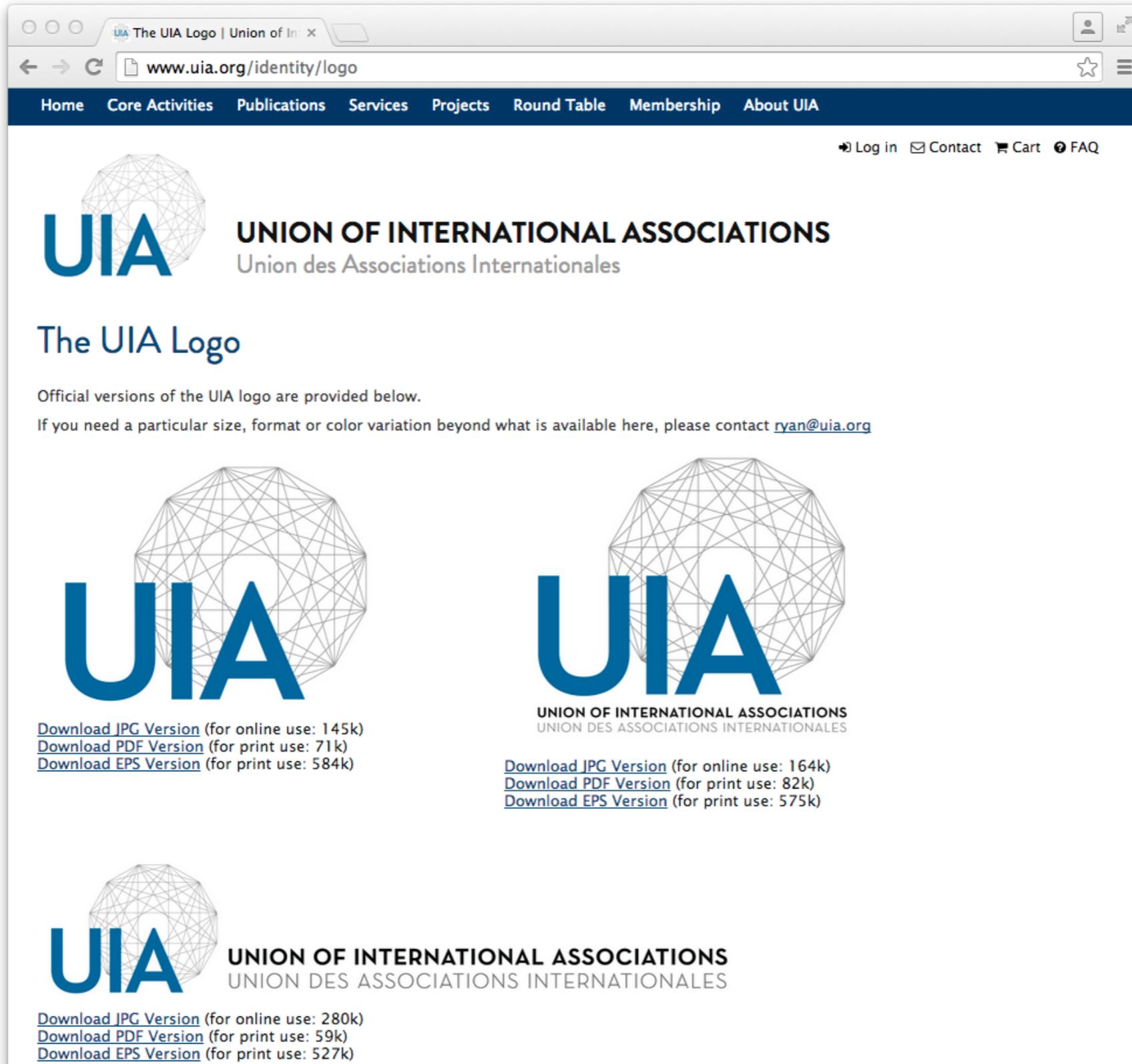
Strategies:

Promote your visual identity



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The Challenge:

Maintaining a consistent identity for your association

Strategies:

Extend that identity to social media

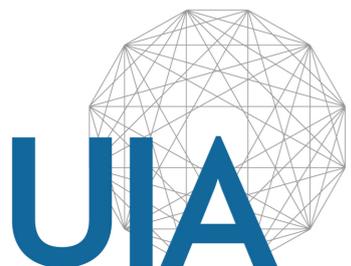




Twitter page



Facebook profile



The Challenge:

Maintaining a consistent identity for your association

Strategies:

**Consider consulting someone with
design or marketing experience**



The Challenge:

Maintaining a consistent identity for your association

Strategies:

**Diversify your contact points
& consolidate contact lists**



The Challenge:

Maintaining a consistent identity for your association

Strategies:

**Simplify communication
with your partners and stake-holders**



Uia Dashboard | Union of Inter x

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Union des Associations Internationales

Dashboard

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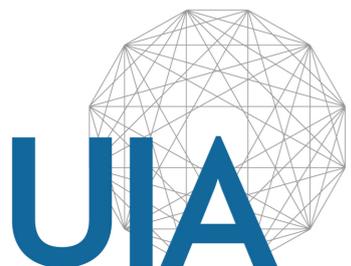
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The Challenge:

Maintaining a consistent identity for your association

Strategies:

**Speak and write more as an association,
and less as an individual**



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The Challenge:

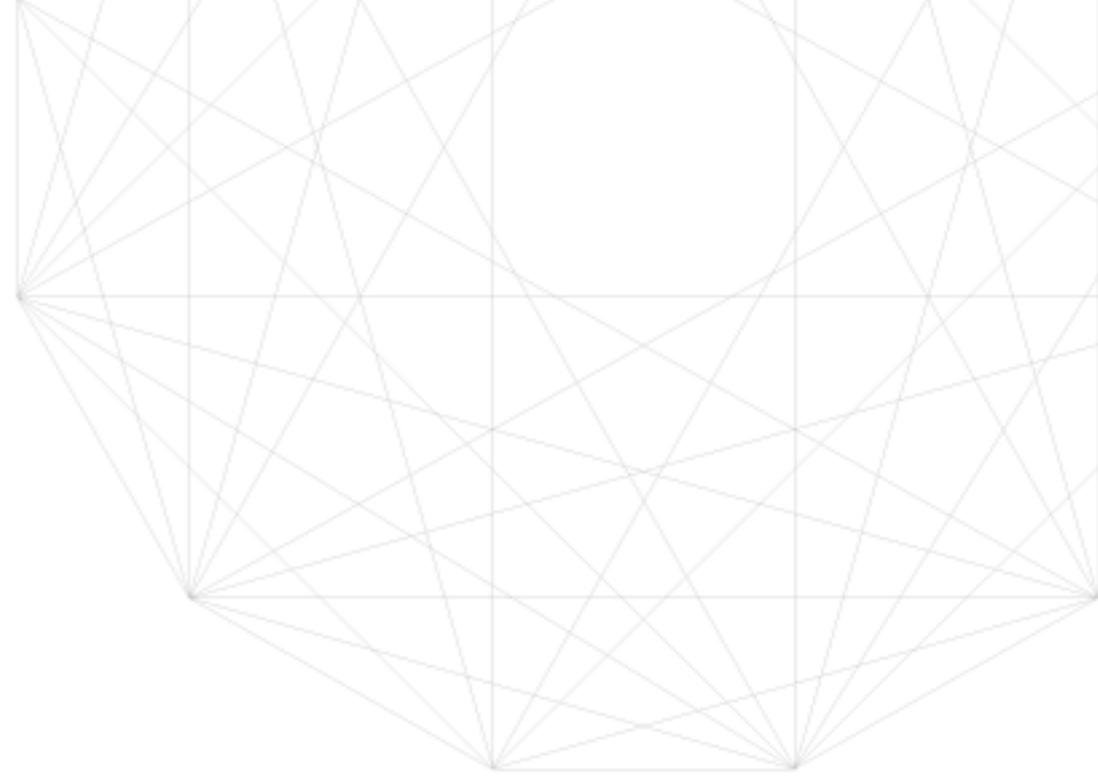
Maintaining a consistent identity for your association

Strategies:

Develop and repeat your mission statement

eg: “to facilitate and promote
the work of international associations”





The Opportunity:
**Maintaining a consistent identity
for your association**



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The Opportunity:

Maintaining a consistent identity for your association

Advantages:

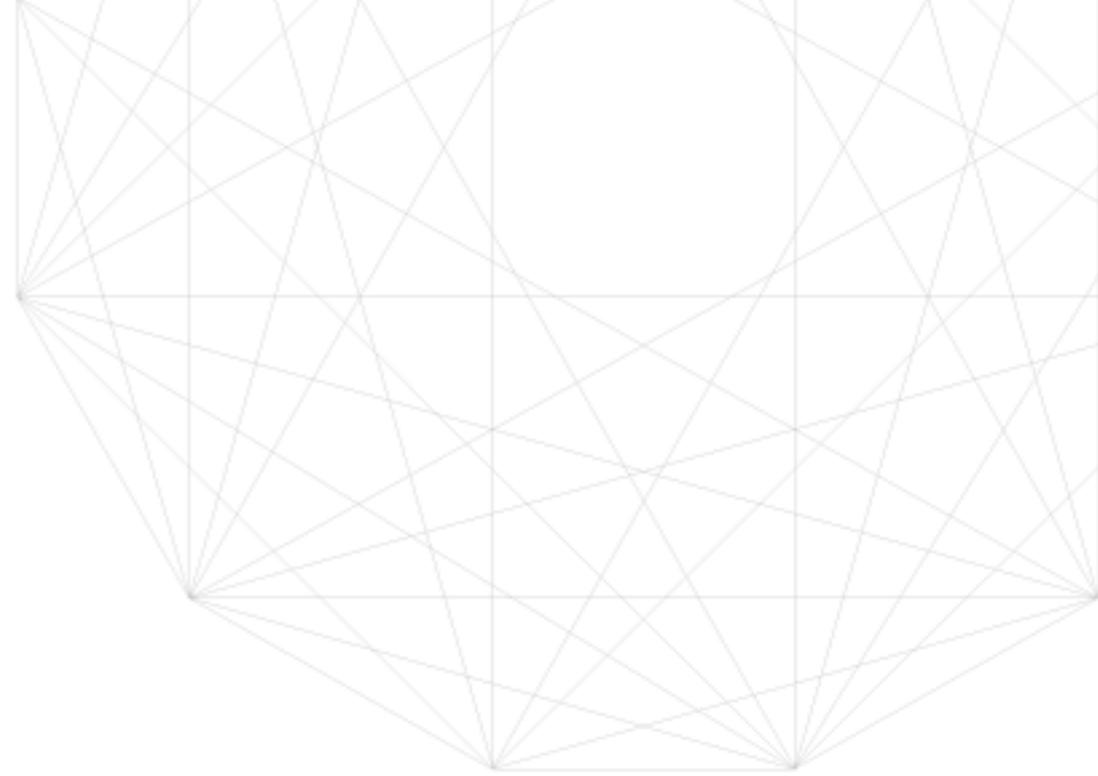
Clarity

(both internal & external)



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Thank you for your time and attention.

Ryan Brubaker
ryan@uia.org

