



**UNION OF INTERNATIONAL ASSOCIATIONS**  
UNION DES ASSOCIATIONS INTERNATIONALES

## Enhancing International Associations through Digital Innovation

08/04/2025 UIA Masterclass

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# Agenda

1. Introduction
2. Digital Innovation
3. LinkedIn Solutions
4. Digital Credentials



# The Importance of Digital Innovation

Streamlining  
Operations

Enhancing Member  
Engagement

Expanding Global  
Reach



# Key Digital Tools and Platforms



Communication  
Platforms



Conferences &  
Academies



Data Analytics  
Tools & AI



# Case Study: Digital Transformation



worldsteel  
ASSOCIATION

English | 中文 | [Member extranet](#) | [Data subscribers](#)

[About us](#) | [About steel](#) | [Safety and health](#) | [Climate action](#) | [Wider sustainability](#) | [Our people](#) | [Steel is everywhere](#) | [Other topics](#) | [Media](#) | [Data](#)

Home > [Our people](#)

### Our people

The success of the steel industry is intrinsically linked to its diverse people. Education and training for a net-zero future is a priority.

[Link to #steelFacts](#)

### steeluniversity

### Member initiatives

### Employment data

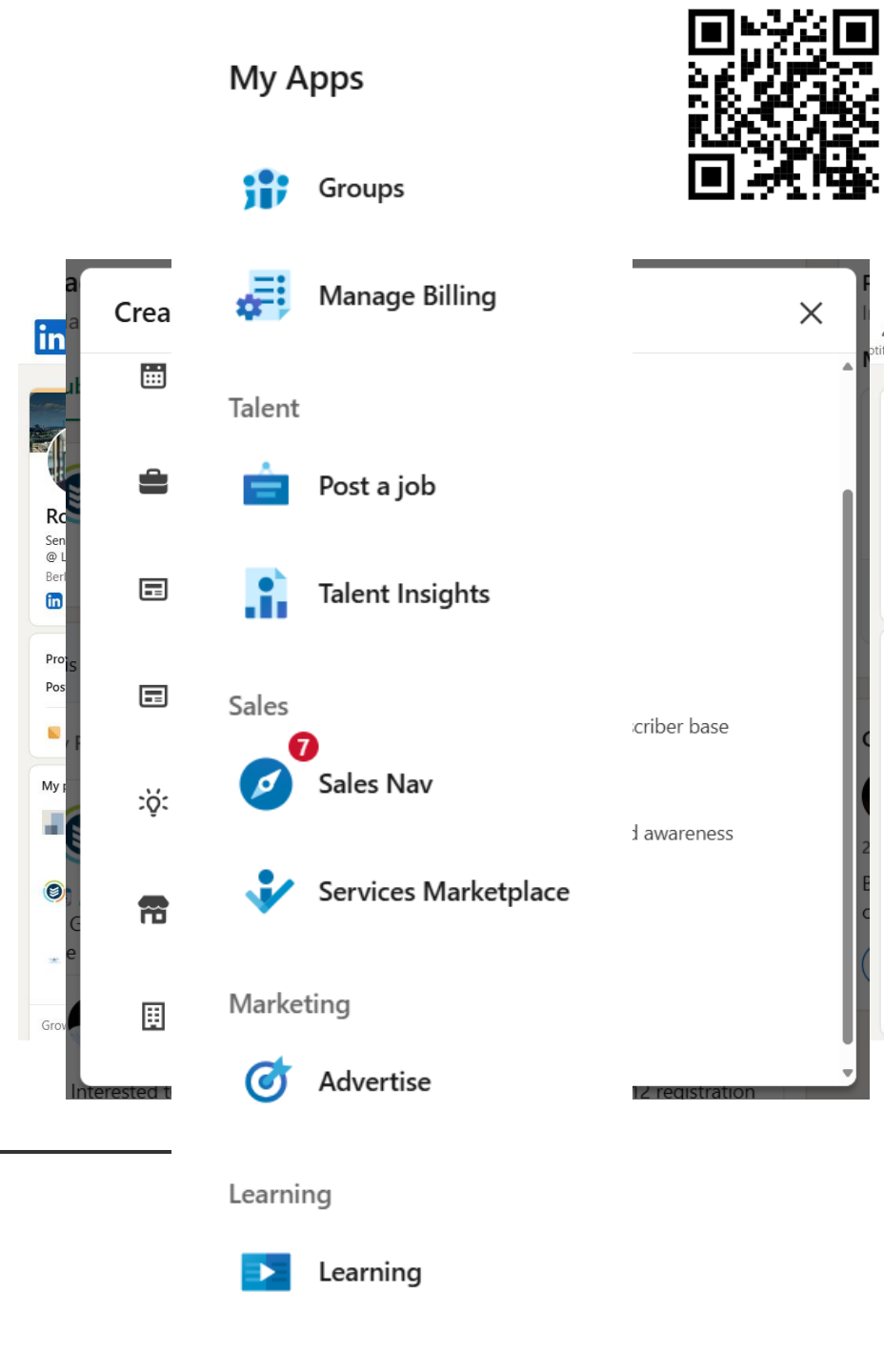
# Leveraging LinkedIn

Building Professional  
Network(s)

Enhancing Visibility  
and Influence

Accessing Exclusive  
Tools and Resources

Hire | Advertise | Sell | Learn | Grow



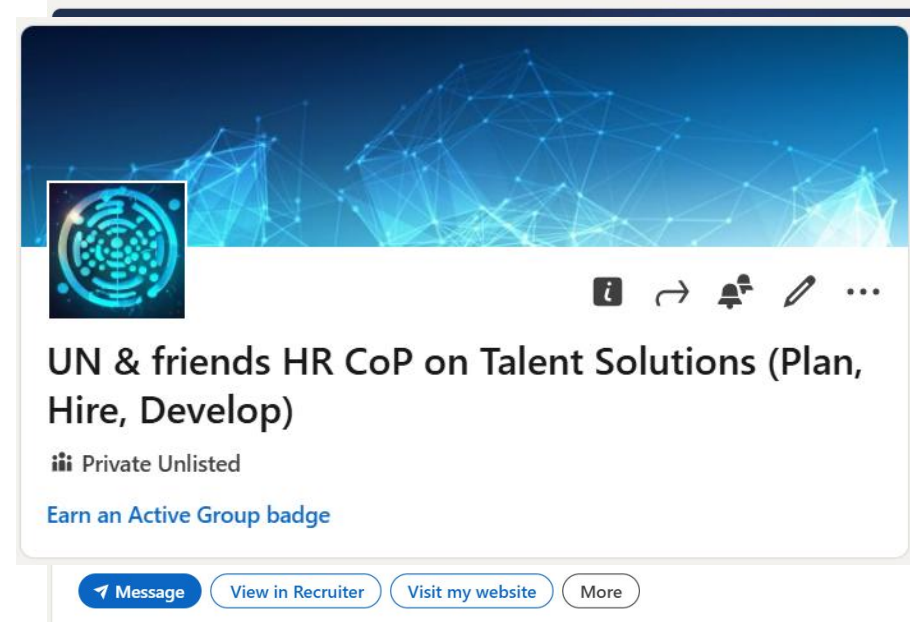


# LinkedIn Thought Leadership Program

Recognizing Experts  
and Leaders

Criteria for Selection

Benefits of Being a  
Top Voice



# LinkedIn Live Streaming



Hosting Live  
Events

Connecting with  
Your Audience

Best Practices for  
Live Streaming





# Licensing/producing for LinkedIn Learning



DIRECT LINE TO YOUR  
AUDIENCE



CREATING ENGAGING  
CONTENT



GENERATING  
REVENUE

The screenshot displays the LinkedIn Learning interface for a course on project management. The course is titled "Project Management" and has been liked by 38,693 members and started by 979,004 learners. It is a recommended course for the National Association of State Boards of Accountancy (NASBA) CPE program, with 8.8 CPE credits and a sponsor identification number of 140940. The course is also approved by the Project Management Institute (PMI) for 3.25 PDUs. The course content includes a list of video lessons:

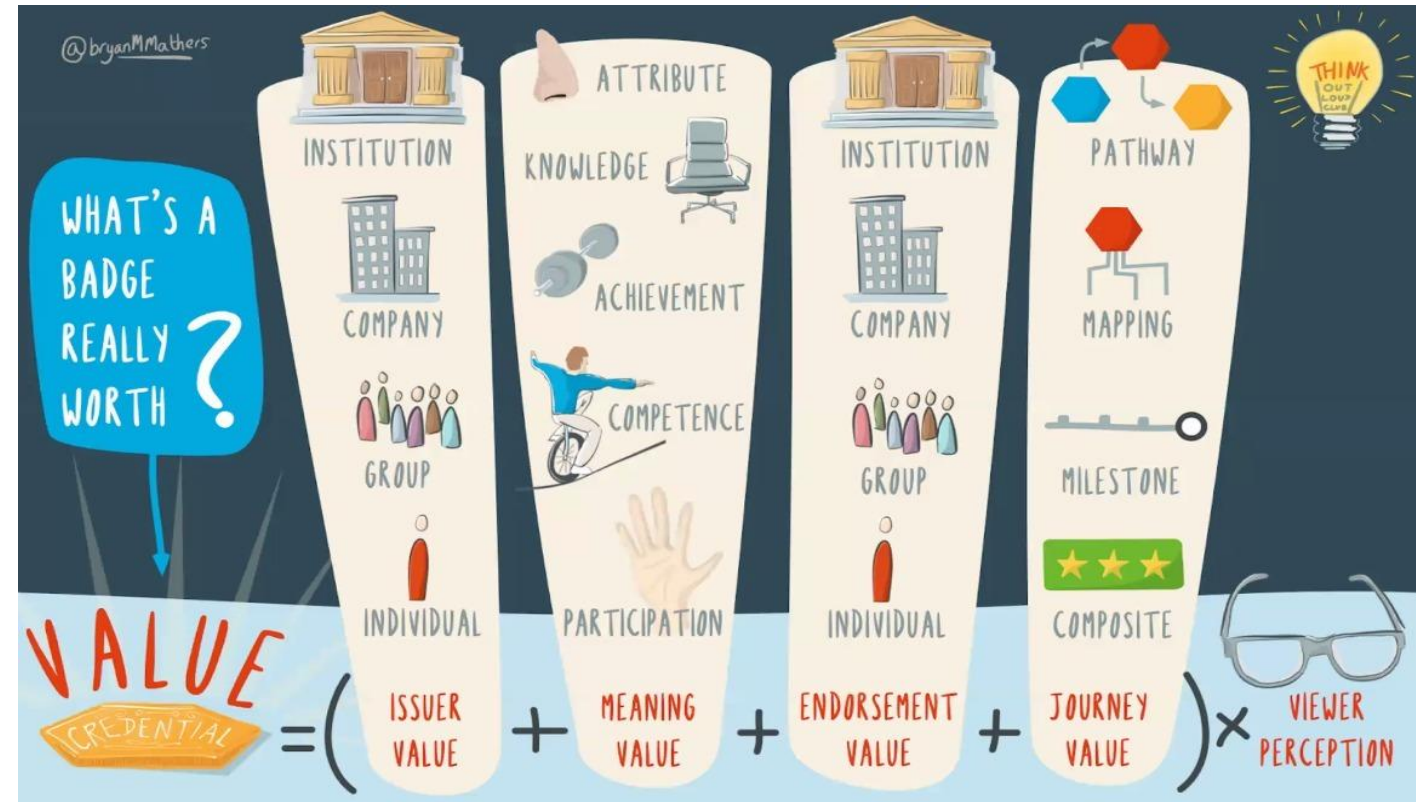
- Introduction (1m 22s video)
- Deliver successful projects (1m 22s video)
- What you should know (2m 40s video)
- 1. Get to Know Project Management (3m 11s video)
  - What is a project? (3m 11s video)
  - What is project management? (3m 5s video)
  - What it takes to be a project manager (2m video)
  - The waterfall project management lifecycle (3m 47s video)
  - The agile project management lifecycle (2m 54s video)
  - How organizational structure affects projects (2m 20s video)
  - How organizational culture affects projects (2m 20s video)

# Introduction to Digital Credentials

Definition  
and  
Importance

Types:  
Badges,  
Certificates,  
Micro-  
Credentials

Verification  
and Security



# Implementing Digital Badges



Aligning with Goals



Best Practices for Design and Issuance



Platforms for Issuing Badges



Informal

**Doug Belshaw** • 1.  
Some capacity for new projects  
4 Wochen • Bearbeitet •

While waiting for a couple of new projects to start, I've been building a simple [#OpenBadges](#) / [#VerifiableCredentials](#) issuer <https://lnkd.in/eQThia2>

"But Doug, you're not a developer?" Well, here's the thing: I used [Lovable](#) and [Supabase](#) giving me a [GitHub](#) repo which I can then deploy to a custom domain using [Netlify](#) 🙌

30 Reaktionen · 15 Kommentare · 3 direkt geteilte Beiträge

Gefällt mir · Kommentieren · Teilen · Senden



Certifications



Memberships

# Verifiable Credentials

Cryptographic  
Security

Privacy and  
Selective Disclosure

Stackability



# Innovations in Digital Credentialing

Digital Identities

Wallets

AI and Skill Verification

B&C Demo Badge



e-Assessment Awards 2025

ICoBC Award Category :

**MOST INNOVATIVE USE OF  
DIGITAL BADGES IN ASSESSMENT**

Recognising organisations, teams, or individuals excelling in integrating digital badges into assessment systems. This award celebrates best practices in using micro-credentials to recognise skills and competencies with accessible, verifiable solutions.

Enter Now

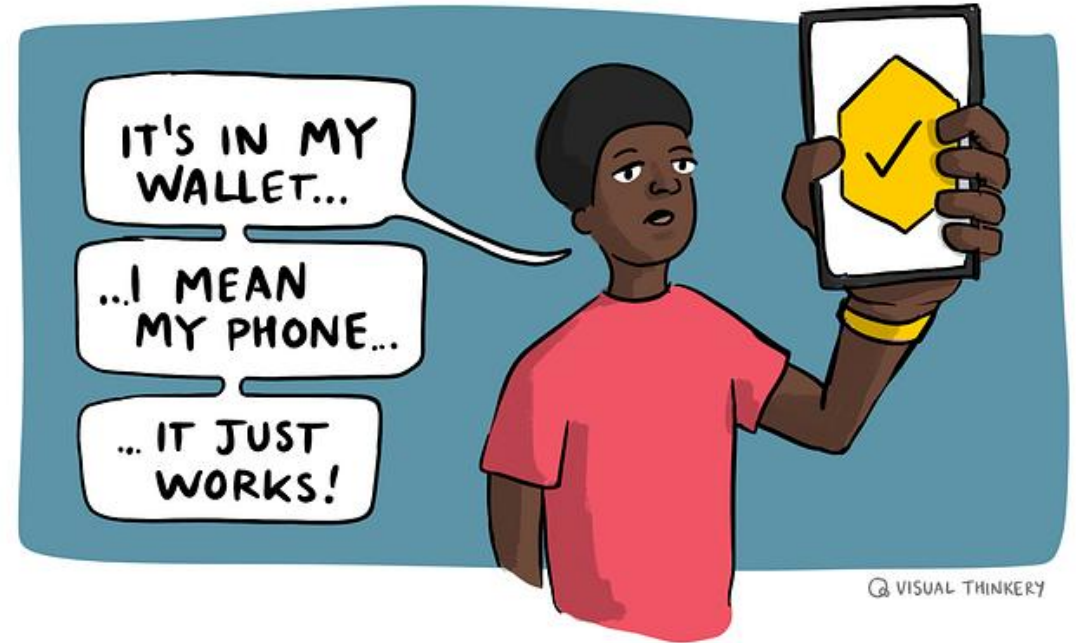
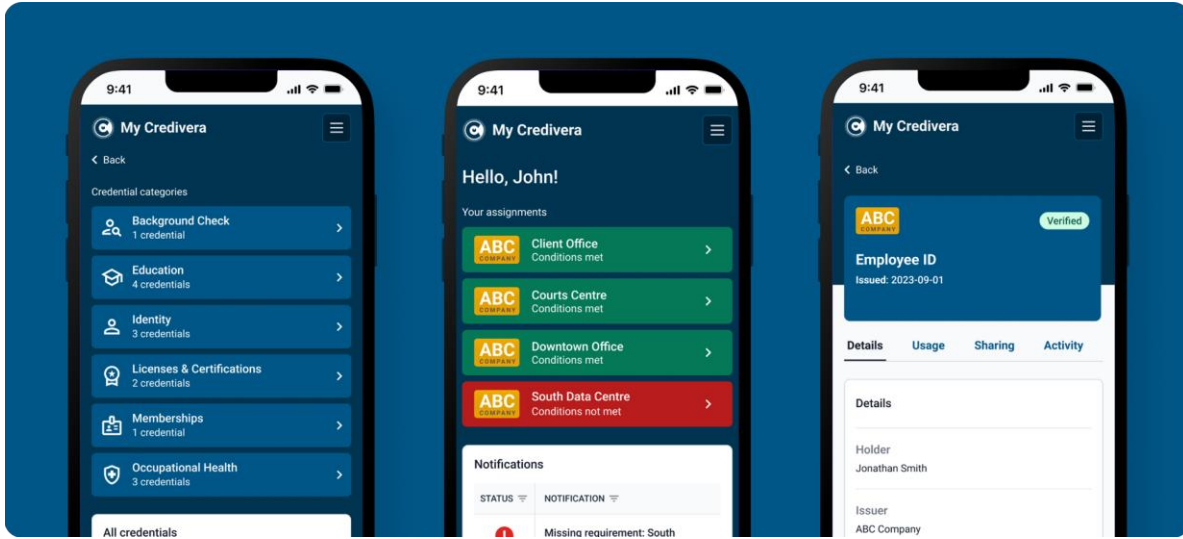


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# Business Cases: Credivera & Microsoft



Verifiable Credentials  
Implementation

Benefits and  
Limitations

Monetization  
Opportunities



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# Summary

Importance of  
Digital Innovation

Leveraging  
LinkedIn Solutions

Implementing  
Digital Credentials



# Q&A Session





# Thank You

