

RUNDER TISCH

Beim **UIA Associations Round Table Europe** ist der Name Programm: Die Verbände lernen mit- und voneinander.

■ **Diversität.** „Aus meiner Sicht werden durch das UN-System weltweit gültige Standards vorgegeben. Internationale Verbände leisten einen Beitrag zur Gesellschaft, indem sie Normen festlegen, die von ihren Mitgliedern einzuhalten sind“, sagt Cyril Ritchie. Der Vize-Präsident der Union of International Associations (UIA) spricht beim UIA Round Table Europe 2014 in Dublin zu 120 internationalen Verbänden. Ritchie freut sich: „Sehen Sie nur, welche Vielfalt wir im Saal haben!“

Im Minerva Room der Royal Dublin Society sitzen die World Peace Initiative oder das World Petroleum Council – es ist ein kleiner Auszug der im Yearbook of International Organizations von der UIA erfassten 67.000 internationalen Verbände.

„Die Teilnehmer kommen aus der ganzen Welt und aus den unterschiedlichsten Verbänden“, bekräftigt Nancy Carfrae, Koordinatorin der UIA Associations Round Tables. Sie betont: „Bei aller Vielfalt haben wir dennoch vieles gemeinsam: Management- und Verwaltungsfragen (Regierung), Richtlinien und Vorschriften, Werte und Visionen und Pragmatismus.“ Mit im Saal sitzen drei Dutzend Associated Members wie VisitBrussels oder das Stuttgart Convention Bureau. Das Kennenlernen erfolgt über die zu vorher von Cyril Ritchie betrachteten Fragen: „What do international associations contribute to society?“ und „What stops them from contributing?“ Der offene Austausch zeigt: Die Verbände eint der Mangel an Geld und Zeit.

Member Engagement ist für Reggie Henry die Lösung. Der Chief Information Officer der American Society of Association Executives (ASAE) weiß: „Engagierte Mitglieder steigen nicht aus.“ Es koste fünfmal mehr, ein neues

Mitglied zu werben, als eines zu behalten. In seinem Vortrag „Building membership value through connections and engagement“ verdeutlicht er, dass der Mitgliedschaftswert hauptsächlich auf der Überzeugung beruht, dass der Verband dem einzelnen oder Unternehmen helfen kann, ein Problem zu lösen oder ihren Job besser zu machen. Immer mehr Mitglieder suchten Zugang zu Mehr-

wertdiensten mit digitalen Mitteln, beobachtet Henry und schlussfolgert: „Alles digitalisieren! Fragen Sie Ihre Mitglieder, wofür sie sich interessieren und verwenden Sie dieselben Tags. Taggen Sie alle Inhalte.“ Die ASAE Taxonomy sortiert die Inhalte nach dem Niveau (beginners, advanced, strategic), den Arten (blogs, articles, events), und Themen (education, fundraising). >>



Mit den wachsenden Herausforderungen für Verbände steigt der Wunsch nach Austausch.

Faced by growing challenges, associations have an increasing need for communication.

Round table

The name of the UIA Associations Round Table Europe 2014 says it all: Associations learned with and from one another. The desire for interchange grows with the challenges.

■ **Diversity.** “In my view the UN system is the world standards setting body. International associations contribute to society by setting standards their members have to adhere to,” said Cyril Ritchie. The Vice President of the Union of International Associations (UIA) spoke at the UIA Round Table Europe 2014 in Dublin before 120 international associations. Ritchie was pleased: “Look at the diversity we have just in this room.” The World Peace Initiative or the World Petroleum Council sat in the Minerva Room of the Royal Dublin Society – a small sample of the 67,000 international associations listed in the Yearbook of International Organizations put out by the UIA.

“The participants come from all over the world and from incredibly diverse associations,” emphasised Nancy Carfrae, Coordinator UIA Associations Round Tables. She stressed that “with all our diversity, we have so much in common: questions of management and administration, (government) policies and regulations, values and vision, and pragmatism.” Three dozen Associated Members such as VisitBrussels or the Stuttgart Convention Bureau were also present in

the room. Getting to know each other was done according to the questions previously posed by Cyril Ritchie: “What do international associations contribute to society?” and “What stops them from contributing?” The open exchange of opinions demonstrated one thing: associations are united by a lack of money and time.

For Reggie Henry member engagement is the solution. The Chief Information Officer of the American Society of Association Executives (ASAE) knows that “involved members don’t drop out”. In his talk on “Building membership value through connections and engagement” he illustrated that the number one reason for membership value is individuals or companies believe the association will help them solve a problem or do their jobs better.

More and more members access value from the digital sphere, observed Henry, and concluded: “Digitise everything! Ask your members what they are interested in and use the same tags. Tag all your content.” The ASAE Taxonomy sorts them according to content levels (beginners, advanced), content types (articles, events), topics. Henry: “Don’t put it down to money. Everybody can have taxonomy.” The ASAE spent 8,500 USD on the project.

The talks were rounded off with discussions with the speakers, whether on the topic of “Running an association with a high-turnover of board members and membership” with Gert Willems, Board of European Students of Technology (BEST), or “Hosting an international meeting” with Prof. Dr. Jonathan O’B Hourihane from the European Academy of Allergy and Clinical Immunology (EEACI). The majority of listeners were drawn to the table with Christoph Raudonat, Director European Society of Association Executives (ESAE), and were advised on “(Re)Defining an association to meet changing needs”.

The keynote talk “Achieving impact and finding the funds” by Dr. Dragana Avramov completed the circle. The expert for the European Commission, Council of Europe and United Nations had a whole series of tips ready. At the top was: “Raise awareness of the association and the relevance of the activities and topics addressed.”

Kerstin Wunsch

www.uia.org/roundtable



UIA Vize-Präsident Cyril Ritchie (links) und Generalsekretär Jacques de Mévius freuen sich über das Interesse.

UIA Vice President Cyril Ritchie (left) and Secretary General Jacques de Mévius are **delighted** by the interest.

Reggie Henry: „Denken Sie bloß nicht, dass es am Geld liegt. Jeder kann eine Taxonomie haben.“ Im Fall der ASAE für 8.500 USD.

Gespräche mit den Referenten runden die Vorträge ab, sei es zum Thema „Running an association with a high-turnover of board members and membership“ mit Gert Willems, Board of European Students of Technology

(BEST), oder „Hosting an international meeting“ mit Prof. Dr. Jonathan O’B Hourihane der European Academy of Allergy and Clinical Immunology (EEACI). Die meisten gesellen sich an den Tisch von Christoph Raudonat, Director European Society of Association Executives (ESAE), und beraten sich zu „(Re)Defining an association to meet changing needs“.

Mit der Keynote „Achieving impact and finding the funds“ von Dr. Dragana Avramov schließt sich der Kreis. Die Expertin für die European Commission und United Nations hat eine ganze Reihe von Ratschlägen. Ganz oben steht: Aufmerksamkeit für den Verband und die Relevanz seiner Themen schaffen.

Kerstin Wunsch

“WE BRING TOGETHER PEOPLE WHO ARE INVOLVED IN RUNNING ASSOCIATIONS”

■ **CIM: Which presentation of your UIA Associations Round Table Europe 2014 do you remember best?**

Nancy Carfrae: For me, the discussion groups are always the most interesting. Of course, the speakers give us food for thought, with new ideas and provocative questions, but in fact everyone in the room is an expert: we are all involved in running associations. It is in the small groups that we get to share that expertise. The passion and motivation and knowledge always give me a boost.



Photo: UIA

Nancy Carfrae, Coordinator, Associations Round Tables, Union of International Associations (UIA).
www.uia.org

Which were two issues concerning the 120 delegates most?

Money. Rightly or wrongly, it’s almost always cited as number one. How do we associations ensure we have the financial resources to carry out our work today and to plan for the future? Communication. Seldom does one meet an association that does not know why it is doing what it is doing, but somehow many of us are unable to get the message across clearly to the people we want to hear it, whether members, funders, the public, or, indeed, sometimes our own Boards. Choosing the right medium and the right moment seem often to be great stumbling blocks.

What is the idea behind the Round Table?

The UIA Round Table aims to promote and facilitate the work of international associations by providing learning and networking opportunities. We bring together people who are involved in running associations, ask some of them to tell about their experience with particular challenges, and give structured time for all of them to exchange concerns and knowledge. We consider a Round Table a success if the participants go home with new ideas, with renewed motivation, and with names of people with whom they want to stay in touch.

Why should associations attend?

The UIA Round Table is an event by and for associations; it is not a business event to which associations are invited. It is perhaps the only event ALL associations can attend,

no strings attached. This means the participants come from all over, and from incredibly diverse associations. And, with all our diversity, we have so much in common: questions of management and administration, policies and regulations, values and vision and pragmatism.

You started the Round Table Europe in 2007, followed by Asia in 2013. Do you have other continents in mind?

All of them! We know that many associations do not have the resources – time, staff, money – to travel to distant places. We would like to hold Round Tables around the world so that all associations have the opportunity to attend a UIA Round Table locally.

The UIA Associations Round Table Europe has been in Brussels and Dublin, the Round Table Asia in Singapore and Seoul. How do you choose your destinations?

The UIA Associations Round Table – Europe 2015 is on 12 November at the Crowne Plaza Hotel in Brussels. We hope to announce soon the location of the Round Table – Asia 2015. In choosing a destination we look for places where there are many association offices, or where many associations have members. And the support of a local partner is essential. May I thank here our partners of the past years? Visit-Brussels, the Korea Tourism Organization, Meet in Ireland, the Singapore Tourism Board: without their help there would have been no Round Tables!

Kerstin Wunsch