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

Maintaining a consistent identity for your association
The Challenge:
Operating a successful secretariat across multiple continents and time-zones
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
(engage multi-tasking)
The Challenge:
Operating a secretariat across multiple continents and time-zones

Strategies:
Utilize technology
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
The Opportunity:
Operating a secretariat across multiple continents and time-zones

Advantages:
Availability from multiple locations
(meetings, appointments, etc.)
The Opportunity:
Operating a secretariat across multiple continents and time-zones

Advantages:
Wider range of potential team members
The Opportunity:
Operating a secretariat across multiple continents and time-zones

Advantages:
Ability to retain colleagues through life changes
The Opportunity:
Operating a secretariat across multiple continents and time-zones

Advantages:
Using the time-zone to your advantage
The Opportunity:
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Advantages:
Potential to reduce office space and costs
The Opportunity:
Operating a secretariat across multiple continents and time-zones

Advantages:
Less time spent commuting
The Opportunity:
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Advantages:
Flexibility
The Challenge:
Maintaining a consistent identity for your association
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Strategies:
Craft a strong visual identity
The Challenge:
Maintaining a consistent identity for your association

Strategies:
Promote your visual identity
The UIA Logo

Official versions of the UIA logo are provided below. If you need a particular size, format or color variation beyond what is available here, please contact ryan@ui.org.
The Challenge:
Maintaining a consistent identity for your association

Strategies:
Extend that identity to social media
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
The Challenge:
Maintaining a consistent identity for your association

Strategies:
Speak and write more as an association, and less as an individual
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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Maintaining a consistent identity for your association

Advantages:
Clarity
(both internal & external)
Thank you for your time and attention.

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