

BUSINESS EVENTS

Going beyond tourism

Business Events Africa in collaboration with the South Africa National Convention Bureau continues to delve into 'beyond tourism' and its far reaching impact, as we seek to measure not just the immediate tourism benefits of business events but the longer lasting social legacies as well.

In this supplement we take a closer look at the African Society of Association Executives (AfSAE) and get Gregg Talley management consultant to AfSAE and president of Talley Management Group, Inc. to share his insights.



THE TIME TO RISE IS NOW, JOIN US.

For destination expertise and convention planning support, contact the South Africa National Convention Bureau.

T: +27 (0)11 895 3000 | E: convention@southafrica.net | W: www.buinessevents.southafrica.net



NATIONAL CONVENTION BUREAU



AFRICAN SOCIETY
OF ASSOCIATION
EXECUTIVES



What is AfSAE?

The African Society of Association Executives is a three year-old professional society founded by and for African Association Executives and Not for Profit Leaders and the supplier partners who support them.

The objectives are to provide professional development and networking opportunities among the professional managers working in associations across the African continent. In addition, we want to connect them to the wider, global professional industry of not for profit management to learn and share best practices and find solutions to current challenges while learning about new trends and opportunities for not for profit organisations.

How is the SANCB helping the association with their deliverables?

SANCB was the first partner to recognise the imperative and opportunity to develop and advance African Association Executives and the organisations they serve.

SANCB supported our launch as an organisation, partnered to enable us to provide education at their Meetings Africa's Association Day, and continue to support the expansion of our capacity to reach and serve more African Association Executives.

The alignment of our vision and mission to SANCB's goals has been instrumental in our success to date. SANCB has shared

our vision, even prior to our formation as an organisation. They recognised both the need and the opportunity. The need for African association executives to connect, learn and grow and the opportunity that association development means for African associations and ultimately, more business events coming to Africa.

They have generously supported our first three Education Conferences and in providing capacity support which enables us to reach out and include more African association executives and develop sharing and programming to meet their needs.

Our achievements

01

Incredible excitement as African association executives come together and realise they are part of a global profession with standards and best practices for what they do every day – that other people have the same challenges or have solved some of the same issues. We have established a community of practice across Africa.

02

We have held three Annual Education Conferences and in 2017 launched regional workshops across Africa.

03

We have formed key partnerships within the association and business event management space that realise the value of developing African associations and their benefit to a robust civil society, their contribution to the industries they serve and the opportunity to connect more globally that will result in more business events coming to the African continent.

AfSAE @

MEETINGS AFRICA

Advancing Africa Together



“WOW – the good news for us is that the need is great, but by being together and accessing existing resources

globally we can provide potential solutions that can be tailored to the African experience. Everything from membership models, governance, financial sustainability to event management and technology were areas that our attendees were looking for answers to. The great part about partnering with Meetings Africa is that we talk theory and practice in the sessions and then the association executives can meet with solution providers to those very same issues on the exhibition floor at Meetings Africa. We know deals were signed on the floor by members who found solutions to issues they had with exhibiting companies – talk about WIN/WIN!” – *Gregg Talley, management consultant to AfSAE and president of Talley Management Group, Inc*



Certification launched



AfSAE launched Module 1 of the American Society of Association Executive's Certificate Programme: Essentials in

Association Management. It was provided at Meetings Africa 2018, to members in a two-day education session made possible with the generous support of the Rwanda Convention Bureau.



Training and development

AfSAE provides forums and resources for association executives across Africa. This training is directly linked to growing knowledge economies in the sense that our educational input enhances the knowledge of association executives on best association management practices. This enables them and the organisations they represent to be more effective and that then strengthens the industries or professions they represent. This has a direct impact on economic development, knowledge transfer and better meetings and events, not just within Africa, but also to attract more international business meetings to the continent.

AfSAE membership

AfSAE membership is drawn from the numerous associations and not-for-profit organisations around Africa. A typical member would be a key person behind the formation of an association, or someone overseeing the day-to-day management of an association or non-profit organisation. We are also expanding our membership categories to include students pursuing courses related to the NGO industry.

Currently, our membership has grown to over 70 registered members with an active contact list of over 500 association contacts. Our goal is over 200 members by the end of 2018.



We are beginning to hear interesting stories from our members whenever we try to evaluate our success:

“I am now able to connect with other people doing exactly the same job as I am, and this gives me an opportunity to share ideas and learn from them,” *Hobokella Maritah Magale from The Booksellers Association of Tanzania (BAT).*

“Even though I am an association management veteran, the Education Conference provided me with very great insights in managing board relations and ensuring that you achieve maximum value from board members. I was happy to have met colleagues from across the continent and therefore expanded my resource base for information exchange and sharing,” *Nicanor Sabula, Kenya Association of Travel Agents (KATA).*

Mr Talley said: “All in all, members of AfSAE have the opportunity to network and share ideas on what would be the best practice for tackling the problem they experience in their career or gain general knowledge from each other. Another major benefit that our members are destined to get is the certification programme that we have just begun. This will not only be a journey towards the prestigious Certified Association Executive (CAE) but also an opportunity to learn the global best practices in association management.”

Associations view

From associations' point of view, a strong association community allows for tie ins with other national, regional and global not for profits that exchange knowledge and ideas to solve problems, educate professionals, build global networks and strengthen industry capacity in key sectors for economic development.

This connection to a national, regional and global network also creates the opportunity for hosting major conferences and congresses in the host country. For years, these events have been considered a subset of tourism. Now, they are being recognised as much more because they can impact so much more in the host country.

From a sheer economic perspective, global research shows that a business traveller spends 2.5 more than a leisure traveller or tourist. A business delegate tied

to a business event is creating much greater economic opportunity.

Business events draw investors and global experts. These experts transfer knowledge to the local community and create networks for additional learning. The investors can meet with local and national business leaders and government to propose investment projects in key industry sectors. All of this promotes far greater economic opportunity; more jobs, taxes and growth to a host country than tourism alone.

i *In short, the attraction of business events can be an effective global trade and intellectual engagement strategy.*

AfSAE impact

01

On a macro level we talk about the Vision of a stronger more "linked" association community. Linked to their own related global American, European, Asian Pacific organisations. This increase in visibility and awareness of the African associations has, can and will generate more business events in Africa

02

We offer specific answers to questions about event creation, management, funding and production – that "elevates the game" of our members in providing better events and better event outcomes for their attendees and organisations.

The benefits that can be leveraged from business events include:

- ✓ Knowledge exchange, transfer and continuing education
- ✓ Build and connect to global thought leaders
- ✓ Media profile (for nation branding and public awareness)
- ✓ Professional and industrial capacity building
- ✓ Social benefits (enhanced medical and social delivery)
- ✓ Foreign exchange, tourism GDP and resulting jobs and tax revenues
- ✓ Strengthening global distribution channels and export development
- ✓ Foreign direct investment
- ✓ Global trade and research links
- ✓ Cultural exchange

To conclude, business events have become a globally competitive market. Nations are identifying key sectors for economic growth and then looking for associations and experts they have locally to spur sectorial development and then invite global leaders to meet in their countries. This raises the country's profile globally in that field and achieves the transfers outlined above.