



ASSOCIATION LEADERS' FORUM

INDIA, 21 & 22 DECEMBER 2017



ORGANISED BY



THE ASSOCIATION OF

**Association
Executives**

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KW Conferences (KWC) has been supporting associations & societies since it was established in 1992 as India's first accredited Professional Conference Organizer (PCO). Since then KWC has managed hundreds of conferences, meetings, exhibitions, and social events for national, state and international professional societies, associations and federations. KWC has supported many associations in bidding and winning international conferences.

KWC's success story includes prestigious meetings and events for the Government, International Agencies and Professional Associations, both from India and around the world, and has become recognized as the most reliable and respected conference organizer in India.

Professional expertise includes multi-session conferences, congresses and conventions, single session meetings, multi-lingual assemblies, parallel seminars, international summits, Heads of State and Ministerial congresses, exhibitions.

KWC is multi-skilled, able to advise and organize everything from delegate, sponsor and exhibitor marketing and sales, registration, venue and hotel sourcing and contract negotiation, exposition design, speaker management, travel, and total event management.

With four offices in India and in the UK, Team KW has an unrivalled talent pool of coordinators, managers, strategic consultants, planners, marketers, sales staff, and designers with a collective experience of over 175 years. The dedicated team of professionals, capacity for timely delivery and proven track record makes KWC the best partner to provide end-to-end services, creative solutions and strategy to service your professional needs anywhere in this vast country and the South Asian region.

Rashmi Kamboj
Head – Business Development

rashmikamboj@kwconferences.com
+ 91 124 463 6700



Pullman & Novotel New Delhi Aerocity is ideally located in the trendiest new destination in the capital - Aerocity, in close proximity to the IGI Airport and within driving distance from business hubs of Gurgaon & New Delhi. A perfect mix of luxury & convenience suited for the hyper connected and seasoned traveller. Styled with contemporary taste, the Pullman New Delhi Aerocity has 670 chic rooms & suites, offering seamless connectivity and an exclusive bedding concept. The hotels are well positioned to service the increasingly important association market.

It is home to Delhi NCR's largest convention space spread over a vast expanse of more than 40, 000 sq ft with pillar less ballrooms measuring 12,719 sq ft. Guests have an option of hiring out the entire ballroom or in parts as it can be partitioned into 3 separate halls. Pullman brings to you state-of-the-art meeting and convention spaces with 13 fully-equipped meeting rooms, three boardrooms with flexible room layouts, a picturesque courtyard and one of the largest pillar less ballroom spaces in the Delhi National Capital Region measuring over 1,181 sq. m.

Abhay Kanwar
Director of Sales & Marketing

Abhay.KANWAR@accor.com
+91 9643100403

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AGENDA – THURSDAY 21ST DECEMBER

09:00 **Registration & Networking**

10:00 **Welcome**

10:05 **Growing your Conference Attendance**

Monimita Sarkar, Founder WPCOA and Managing Director, KWC

- ≡ Best practices for growing attendance
- ≡ Digital marketing insights
- ≡ Building for now and in the future

10:30 **Best Practice for Sponsor & Exhibitor Growth & Partnerships**

Damian Hutt, Executive Director, **Association of Association Executives**

- ≡ Planning & Research for growth
- ≡ Top tactics for improving sales and gaining more exhibitors & sponsors
- ≡ Making an exhibitor / sponsor a partner in your success

11:00 **Questions, Discussion & Exchange**

Follow-up questions for speakers | Discussion on applying ideas to your own organisation | Feedback to the room

11:30 **How an association should help build a nation and give back to society**

Ashok Gupta MS, MNAMS, FNAMS; Recipient of Padma Shri, 2009; Life Time Achievement Award, United Nations, 2015; Senior Consultant, Department of Plastic Surgery, Bombay Hospital Institute of Medical Sciences.

- ≡ How an association should contribute to nation building
- ≡ The benefits to the association of giving back to society
- ≡ Different ways to be giving back to society

11:50 **Strategies to Build an Organization**

Pallavi Sodhi Patankar, Immediate Past President of All India Association For Advancing Research In Obesity and current Secretary General of the Asia Oceania Association for the Studies of Obesity (AOASO)

- ≡ Getting the Core team to be dedicated towards the vision and mission of the organization
- ≡ Devoting your valuable time to the affairs of the organization in a fixed pattern
- ≡ Promoting membership during academic events
- ≡ Organizing conferences and mid-term programs for the members with innovative and exciting topics

12:15 **Questions, Discussion & Exchange**

Follow-up questions for speakers | Discussion on applying ideas to your own organisation | Feedback to the room

12:45 **Lunch & Networking**

14:00 **How to grow your membership with a pull not push strategy - creating conversations that sell**

John Scarrott, Trainer and Coach & Lead Tutor at Association of Association Executives

- ≡ How to create loyal advocates
- ≡ Harnessing the power of LinkedIn & other professional Social Media
- ≡ How to find your 'why'
- ≡ Knowing how to optimise your two-way communication channels with your members

Continued...

- 14:30 **Raising Member Engagement - Essential to leading in your sector**
Damian Hutt, Executive Director, **Association of Association Executives**
- ≡ What is member engagement
 - ≡ Low cost approaches to raising activity
 - ≡ Measuring and monitoring engagement
 - ≡ Lifetime engagement plans
 - ≡ Strategic approaches for 'personas' & Profiling to determine problems
- 15:15 **Questions, Discussion & Exchange**
Follow-up questions for speakers | Discussion on applying ideas to your own organisation | Feedback to the room
- 15:45 **Networking & Tea**
- 16:15 **Bidding and Winning to host an International Congress - the Benefits and Key Learnings**
Saritha Shamsundar, *President, IFPCP & Organizing Chairperson IFPCP 2020 World Congress India*
- 16:40 **Questions to the Panel, Discussion & Exchange**
Follow-up questions for the panel | Discussion on applying ideas to your own organisation | Feedback to the room
- 17:00 **Association Success Stories**
Exchanging information and ideas from successful projects, programmes, products, events and campaigns, with short Success Stories.
- 17:30 Review and round-up of the day
- 17:35 **Drinks Reception**

AGENDA – FRIDAY 22ND DECEMBER - WORKSHOPS

- 08:30 **Registration & Refreshments**
- 09:00 **Increasing Sales for Associations**
John Scarrott, Trainer and Coach & Lead Tutor at Association of Association Executives
- This interactive session will dispel some common myths around selling and what it takes to sell. It will suggest a fresh approach to sales conversations, uncover the skills that you need to be successful and add some new ones. You'll leave feeling more comfortable and confident and ready to make the most of the salesperson in you.
- You'll leave with the following:
- ≡ A fresh outlook on sales
 - ≡ New understanding of the skills required to sell
 - ≡ A practical sales structure and approach
 - ≡ Ideas on how to handle tough conversations
 - ≡ Next steps on growing your capabilities and confidence
- 13:00 **Lunch & Networking**
- 14:00 **GST Implications for Associations and Membership Organisations**
V. Sivasubramanian, Executive Partner, New Delhi, Lakshmikumaran & Sridharan
- ≡ Essential issues to be aware of
 - ≡ Key approaches for professional bodies and associations
 - ≡ Guidance on taxing your services and products
- 16:00 **Close of the Leaders' Forum**



Ashok Gupta MS, MNAMS, FNAMS

Recipient of "Padma Shri" by Hon'ble President of the Republic of India for 'Outstanding Community Services in Medicine', 2009

"**Sheikh Hamdan International Award**" for 'Volunteers in Humanitarian Medical Services', UAE 2010

"**Life Time Achievement Award**" for Health & Philanthropy, United Nations, USA 2015

"**Queen Victoria Commemoration Medal**" for 'Innovative Social Initiatives in CSR & Sustainability for Outstanding Community Services', Oxford, UK 2015

"**Gusi Peace Prize International**" for Volunteers in Humanitarian Medical Services, Manila, Philippines 2017

Member of Board Of Governors, **Medical Council of India** (2011-13)

Member of Academic Council, **Maharashtra University of Health Sciences** (2012-till date),

Senior Consultant, Department of Plastic Surgery, **Bombay Hospital Institute of Medical Sciences**



Pallavi Sodhi Patankar, *Immediate Past President, All India Association For Advancing Research In Obesity; Secretary General, Asia Oceania Association for the Studies of Obesity (AOASO); Member of Editorial board, Journal of Obesity and Metabolic Research.*

She has been Past President and was a Founder Member of the All India Association for Advancing Research in India (AIAARO) as well as being a clinician since 1984, and now holds senior positions at clinics and many prestigious medical institutions.



Saritha Shamsundar, *Organising Chairperson, IFCPC 2020 World Congress India; Executive Member, Indian Society of Colposcopy & Cervical Pathology & Web-Editor; Senior Specialist & Associate Professor in Ob/Gyn, Vardhmaan Mahaveer Medical College & Safdarjung Hospital, New Delhi; as well as Author of books, chapters & articles in national & international journals.*



V. Sivasubramanian, *Executive Partner New Delhi, Lakshmikumaran & Sridharan*

V. Sivasubramanian advises clients including MNCs and Indian companies on all aspects of indirect taxation - Service Tax, VAT/CST, Central Excise, Customs, Foreign Trade Policy. He also advises on issues of contract structuring and business models particularly in the context of tax planning. V. Sivasubramanian has more than two decades of work experience in Indian Government and government agencies spanning indirect taxation, government budgeting, infrastructure finance, strategic planning and contract management including drafting/analysis of model contract documents relating to public private partnerships.



Monimita Sarkar, *Founder, WPCOA & Managing Director, KW Conferences*

A qualified lawyer, Monimita joined KW Conferences soon after its inception in 1994. In her 23 years of service, she has been instrumental in developing and leading the services and support for societies and associations in India with national and international conventions and conferences. She has seen huge growth of KW Conferences, with it becoming the most respected PCO in India. Presently, Monimita is a Board Member, Association of Association Executives.



John Scarrott, *Trainer & Coach*

John Scarrott is a trainer and coach specialising in the skills of influential communication for Associations and their members. He works with leaders and their teams to improve their skills of influence; to communicate effectively, connect with impact and achieve positive outcomes. His work covers the areas of membership and sponsorship growth for Associations, encompassing the skills of selling, negotiating, speaking and presenting and networking. He has 20+ years experience working in the Business to Business arena, including 7 years as Membership Director of the UK Trade Association the Design Business Association. In 2014 his work was shortlisted for Best Growth Strategy at Association Awards. John holds a Certificate in Professional Coaching Skills gained with Coaching Development Ltd, whose highly regarded coach training courses are accredited by the International Coaching Federation (ICF), the only globally recognised professional coaching body. He is a regular speaker for the Associations sector, having run workshops online, in the UK, Europe and Australia. He also writes for the Associations sector and is a regular columnist in Design Week.



Damian Hutt, *Executive Director, Association of Association Executives*

Damian is Executive Director of the Association of Association Executives the largest information, education and networking organisation for association executives with over 22,000 members and subscribers globally. The AAE organises the Associations Congress Series in Europe and Africa, Association Leaders' Forums globally and produces primary research reports, AssociationsTV.com, and a variety of information products for association executives to help them improve the value of their organisations to members and their sector and profession.



THE ASSOCIATION OF
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- ▷ Governance
- ▷ Growth
- ▷ Development
- ▷ Events
- ▷ Membership
- ▷ Recruitment & retention
- ▷ Marketing
- ▷ Technology
- ▷ eLearning
- ▷ Procurement
- ▷ Content & Publishing
- ▷ Monetising

EVENTS:

- ▷ Associations World Congress
- ▷ Associations Congress UK
- ▷ Africa Associations Congress
- ▷ Member Engagement Conference
- ▷ Events Strategy Conference
- ▷ International Association Awards
- ▷ UK Association Awards
- ▷ Seminars
- ▷ Leaders' Forums
- ▷ Social Events

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