



For Immediate Release

7th EUROCONFERENCE

The best one ever!

(March 7th, 2007)

BRUSSELS (February 28th 2007)- Over 100 top Executives from European Associations met to discuss how to "take their association to the next level" drawing upon the views of association audiences and through interactive discussions on factors that influence associations' effectiveness.

The Plenary sessions gave participants a 360° view of what was expected from a European Association. The first plenary session focused on the expectations of the European institutions. **Beate Gminder** - DG Communication at the European Commission, **Guillaume Mc Laughlin** - Policy Advisor of the ALDE Group at the European Parliament and **Tanja Mindermann** from the Permanent Representation of Germany to the European Union, gave personal accounts of what factors make one association stand out from the rest and what makes an association a valued interlocutor of their respective institutions. The second plenary session focused on major corporations' expectations from the associations they are members of. **Lyn Trytsman-Gray**, Director Public Affairs at Kraft Foods, **Stéphane Ducable**, Director of EU Corporate Affairs at Microsoft and **Joris Pollet**, Director Government Relations, Europe at Procter & Gamble discussed how their corporations work with trade associations and how associations can best service their members.

In the afternoon participants were given the opportunity to attend two of the four thematic breakout sessions on best practices: Association Advocacy, Governance, Media Engagement and Operating Globally. The sessions were mediated by professionals in the field who each in their own right have extensive experience in the subject matters of the themes of the breakout sessions. **Michelle O'Neill**, Director Government Relations at Honeywell and **Mary Pappaschinopoulou**, Director, Association of Northern German Chambers of Commerce and Industry mediated the session on Association Advocacy. **Sylvain Lhôte**, E.U. Affairs at the Borealis group and **Ivan Hodac**, Secretary General of European Automobile Manufacturers Association mediated the session on Governance. **Julian Oliver**, Euractiv Secretary General mediated the session on Media Engagement. **Rick Cristol**, President of the Kellen Company and **Susan Danger**, Managing Director of Amcham EU mediated the session on Operating Globally. In each of the sessions the participants were able to discuss the themes in detail with other participants and expert mediators. The breakout sessions included case studies, role play as well as discussion platforms to ensure the participants were engaged in the discussions on the themes of the sessions and that they could leave with a set of tangible tips & tricks to use in their own professional capacities.

Peter Rush, CEO of the Kellen Company said: "This year's EuroConference had a buzz about it. Participants seemed to exude energy and excitement over the programme and issues being discussed. It was a truly unique conference and I am very happy to be associated with this professional event."

-----About Kellen Europe-----

Kellen Europe, a professional Association Management company provides association management, strategic advice, communications, government affairs, benchmarking studies, internet services and other professional advice to associations and corporations worldwide.

Over the last 15 years, Kellen Europe has gathered considerable expertise that enables the company to rapidly anticipate the needs of emerging or existing associations and to provide tailored organizational solutions.

Kellen Europe is part of the Kellen Company, founded in 1964, and provides association management, government affairs, public relations, meetings management, creative communications, website development and other professional services. The Kellen Company serves more than 10,000 companies worldwide, either through its 70 client associations or directly, from offices in Atlanta, Washington D.C., New York City, Tucson, Brussels and Beijing.

For more information, visit www.kelleneurope.com/ www.kellencompany.com

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