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Conclusions: Association Advocacy breakout session

- Every association should ensure that the issues it manages fit its members' requirement
- Factors to consider as part of an external relations strategy:
 - Timing – when to approach whom and with what messages
 - Address the correct stakeholders
 - Make sure that your external communications create a win-win situation
 - Innovate in your approach
 - Meet your target audience
 - Tailor your tools to your audience

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Recommendations: Governance breakout session

- Create an introduction package/process for newcomers in the association
- Make sure that strategy, meeting schedule and budget are published on a long-term timescale to allow maximum membership input and participation
- Internet voting procedure, speeds processes up a lot
- Make sure to have a steady/continuous communication flow with the membership to ensure trust in your association
- Implement a 'no comment thus draft is deemed approved' approach to speed-up approval procedures
- Request that the President is given a mandate to make quick decisions when needed

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Conclusions: Media Engagement breakout session

- There is a lot of competition in the Brussels media, thus:
 - brand recognition is essential
 - bringing a message across to the media is a difficult task due to the vast amount of competing issues
- European Associations need to address Brussels media as well as National media to ensure European coverage of an issue
- When approaching the media make sure that:
 - Press statements/releases are short and to the point
 - Acronyms are explained
 - Messages are tailored to the audience
 - The correct media is addressed

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Conclusions: Operating Globally breakout session

- There is a difference between an international association and a global association
- There is an upcoming trend of virtual associations being created
- In a global context issue alliances are of key importance
- When considering to set up a global association, the following factors should be taken into account:
 - value proposition
 - the needed resources
 - is there membership buy-in