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VERBANDSGIPFEL

Immer mehr Verbände haben ihren Sitz in Asien. Die Union of International Associations lädt zu ihrem ersten **UIA Round Table Asia** ins Suntec Singapore.

■ **Singapur.** „In Asien leben immer mehr exzellent ausgebildete Menschen. Die rasante wissenschaftliche und wirtschaftliche Entwicklung belebt Verbandsaktivitäten. Mit dem ersten UIA Associations Round Table Asia geben wir 155 Delegierten ein Training in der internationalen Welt der Verbände und eine Networking-Plattform“, sagt Cyril Ritchie, Vize-Präsident der Union of International Associations (UIA). „Die UIA listet 65.000 Verbände sowie 370.000 Events im Kongresskalender bis 2025. Verbände sind die Stimme der Bürger und im Geschäft, um die Welt zu einem humaneren Ort zu machen“, weiß Ritchie. Der Round Table Asia findet am 23. und 24. Oktober 2013 im Suntec Singapore statt.

Singapur ist Sitz von 140 Non-Profit-Organisationen, darunter IATA und World Bank, und 7.000 multinationalen Unternehmen. „Gelistet auf Rang zwei im World Economic’s Global Competitiveness Report, ist Singapur Asiens Business and Knowledge Hub“, erklärt Neeta Lachmandas-Sakellariou, Business Development beim Singapore Tourism Board (STB). Ihre Kollegin Jeannie Lim, Director Conventions & Meetings and Exhibitions & Conferences hatte den Gastgeber auf dem UIA Round Table 2012 in Brüssel vorgestellt. Der UIA Round Table Asia ist eine von acht Veranstaltungen des Travel Rave, darunter die mit 825 Ausstellern ausgerichtete ITB Asia.

Wie man Mitglieder für einen Verband gewinnt und ihnen den Mehrwert der Mitgliedschaft deutlich macht, erläutert die Amerikanerin Greta Kotler, Chief Development Officer, The Center for Association Leadership (ASAE). Die Relevanz der Verbände gilt es besonders der Generation Y, die neue Arten von Kommunikation und Verbindlichkeit pflegt, zu vermitteln. Welchen Impulsen die heute vier aktiven Generationen folgen, analysiert Rob Davidson, London Centre for Events Management, University of Greenwich. Wie Innovationsgeist, Kreativität und Crowdsourcing, primär jedoch Authentizität zu effizienter Verbandsarbeit beitragen, nimmt Dorjee Sun, Carbon Conservation

Cyril Ritchie, UIA-Vize-Präsident: Verbände sind die Stimme der Bürger.

Cyril Ritchie, UIA Vice President: **Associations give people a voice.**



Photo: CIM, Katharina Brauer

Asian association summit

More and more associations are basing themselves in Asia. The Union of International Associations holds its first UIA Round Table Asia in Singapore.

■ **Singapore.** “Asia is home to a rising number of people with excellent qualifications. The furious pace of scientific and economic development invigorates association business. With the first UIA Associations Round Table Asia we offer 155 registered delegates training in the international world of associations and a very useful networking platform,” says Cyril Ritchie, Vice President of the International Union of Associations (UIA). “The UIA lists 65,000 associations and 370,000 events in its congress calendar until 2025. Associations are the voice of the people and are in the business to make the world a more humane place,” underlines Ritchie.

The first UIA Associations Round Table Asia took place at the freshly renovated Suntec Singapore on 23 and 24 October 2013. Singapore is home to 140 non-profit organizations, including IATA and the World Bank, as well as 7,000 multinational companies. “Listed as number two in the World Economic Forum’s Global Competitiveness Report, Singapore is Asia’s business and knowledge hub,” explains Neeta Lachmandas-Sakellariou, Business Development Officer of the Singapore Tourism Board (STB). Her colleague Jeannie Lim, Director Conventions & Meetings and Exhibitions & Conferences, had introduced the host at the UIA Round Table 2012 in Brussels. The UIA Round Table Asia is one of eight events of Travel Rave, which includes fully booked ITB Asia with 825 exhibitors.

Greta Kotler, Chief Development Officer of the Center for Association Leadership (ASAE), explained how to attract members to an association and present the benefits of membership to them. He also emphasised the importance of explaining the relevance of associations to Generation Y, who have new ways of communicating and coming together. Rob Davidson of the London Centre for Events Management at the University of Greenwich analysed the impulses driving the four generations in the workforce today. In a brilliant keynote address, Dorjee Sun of the Carbon Conservation Group showed how innovation, creativity, crowd sourcing and, above all, authenticity contribute to efficient association work. The authenticity of the mission is also the key to success for Jackson Sim, who has achieved much as founder and President of the World Toilet Association. If you present a taboo subject with enthusiasm, you don’t need marketing, according to “Mr Toilet”. »

Group, in seiner brillanten Keynote in den Blick. Authentizität in der Mission ist auch Schlüssel zum Erfolg von Jackson Sim, der als Initiator und Präsident der World Toilet Association viel bewegt. Wer ein Tabuthema engagiert vertritt, braucht kein Marketing, so die Mission von „Mr. Toilet“.

Aus der Kongresspraxis berichtet Robert Norman, Professor für Reproductive and Periconceptual Medicine, Universität Adelaide. „Wir wollen Kontinuität und Verbindlichkeit. Wir brauchen dafür eine Person, die ganzjährig präsent ist und uns auch verschiedene kulturelle und ethische Aspekte des Gastgeberlandes näherbringt. Ich arbeite

ausschließlich mit Freiwilligen. 30 Prozent unserer Verbandsmitglieder zahlen keinen Beitrag“, weiß Norman. „Professionelles Verständnis, bereits während der Planungsphase, fehlt den Freiwilligen. Einen Strategieplan und eine Marke zu entwickeln ist ein Schlüsselwert für Verbandskongresse“, erläutert Marcel Ewals vom PCO Kenes Asia. Problematisch findet er, dass Verbände in Asien zunächst ihr Land repräsentierten, erst dann den Verband. Regionale Verbandsziele wie in Europa gäbe es daher nicht. Mit Asien-Hauptsitz in Bangkok unterhält Kenes ein Büro mit zwei Mitarbeitern in Singapur.

Die Verbände und Associated Members der UIA erleben den Round Table Asia als sehr

bereichernde Erfahrung. Reges Interesse mobilisiert der UIA Database Workshop. Web & Database Developer Ryan Brubacker und UIA Round Table Coordinator Nancy Carfrae erläutern, wie Kongresskalender und International Meetings Statistics Report nutzbar sind. Welche spezifischen Anfragen wie zu tracken sind, wird im Plenum diskutiert. „Wir freuen uns über die große Resonanz hier und sind dankbar für Anregungen, wie wir unser Tool für Ihre Bedürfnisse optimieren können“, sagt Nancy Carfrae. Der UIA Round Table Asia 2014 findet in Korea statt.

Katharina Brauer

www.uia.org

Robert Norman, Professor for Reproductive and Periconceptual Medicine at the University of Adelaide, reported on convention organisation. “We want continuity and commitment, and for that we need someone available all year round to help us understand the host country in terms of its culture and ethics. I work exclusively with volunteers. 30 per cent of our association members don’t pay a subscription.” Marcel Ewals of the PCO Kenes Asia added: “Volunteers lack professional understanding, and that starts in the planning phase. Developing a strategic plan and a brand is key for association conventions.” He finds it problematic that associations in Asia represent their country before the association itself. Regional objectives found in Europe are therefore lacking.

For the associations and associated members of UIA the Round Table Asia was a very enriching experience. The UIA Database Workshop met with great interest. Web & Database Developer Ryan Brubacker and UIA Round Table Coordinator Nancy Carfrae explained how to use the Congress Calendar and International Meetings Statistics Report. Delegates discussed how to track specific inquiries. “We are happy about the great response and are grateful for suggestions on how to optimise our tool for your needs,” says Carfrae. The UIA Associations Round Table Asia 2014 will be held in Korea.

Katharina Brauer

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SINGAPORE AT A GLANCE

■ **Successful.** With 150 international conventions in 2012, Singapore led Asia in the ICCA rankings for the 11th time. Singapore also tops the UIA statistics, with 952 association meetings. The strategic commitment of the Singapore Economic Development Board and Singapore Convention Bureau is backed-up by investments in spectacular venues. The Marina Bay Sands Convention Centre offers capacity for up to 11,000 delegates and 150 conference rooms. This “MICE-led fully integrated resort” is crowned by an open-air event area on the 57th floor with magnificent views of the city state. Renovated rooms, free Wi-Fi throughout and an LED wall listed as the world’s largest in the Guinness Book of Records have impressed 800,000 guests at 100 events held at the SUNTEC Singapore Convention & Exhibition Centre since it reopened in June 2013. There is also a new logo and a new website.

Singapore’s event locations are unsurpassed: above all, the Flower Dome in the Gardens by the Bay, with its views of the park’s solar panel-illuminated “Supertrees”, or 1-Altitude, the world’s highest rooftop bar, which offers a fabulous panoramic view.

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WHOLE DIFFERENT VALUE CHAIN

■ CIM: How important is the association market for the meetings destination Singapore?

Jeannie Lim: Associations represent a whole different value chain of MICE for us. With over 140 Head Quarters of Non-Governmental Organizations (NGOs), among them World Bank, based here, Singapore is the top strategic location for associations in Asia.

Why do you support the first UIA Round Table Asia?

In 2012, UIA invited me to speak at the UIA Round table in Brussels. I was one of the panelists and could point out the potential of the Asian associations market. The event makes a perfect contribution to travel Rave, Asia’s most influential Travel Trade Festival.

What kind of assistance do you offer planners in associations?

Being the first CVB in Asia established in 1979 we are partner of the Best Cities Alliance and annually audited by Lloyd’s Register. We cooperate closely with the local hosts and help sourcing the right partners and offer marketing support. Our sister entities under the Ministry of Trade and Industry are International Enterprise (IE) Singapore and the Standards, Productivity and Innovation Board (SPRING) which look after associations as well. *KB*



Jeannie Lim,
Executive Director
Conventions and
Meetings, Exhibitions
and Conferences at
Singapore Tourism
Board.

www.stb.gov.sg