



The Association of “What Now?”

Building brand awareness for associations

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“Brand”

*any feature which distinguishes
your association from others*



“Brand awareness”

the extent to which people are able to recall or recognise your association’s brand

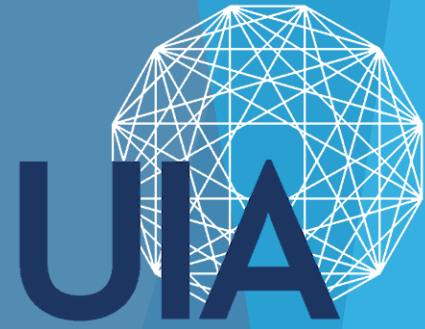
how successfully you have differentiated your association through good communications

creates association, fosters trust



How?

- ▶ Tell a story!



Storytelling

- ▶ Beginning – middle – end
 1. Beginning: Who are you?
 2. Middle: What are you doing?
 3. End: What do you want to achieve?



Example

- 1. The Union of International Associations is an independent, non-profit research institute.*
- 2. UIA documents the work and activities of international associations.*
- 3. UIA seeks to provide education for associations and to promote global civil society.*



Channels

- ▶ Will this channel help me tell my story?
- ▶ How can I use this channel to tell my story most effectively?
- ▶ Does not require large resources
- ▶ In person!
- ▶ Social media
 - ▶ LinkedIn
 - ▶ Facebook
 - ▶ Twitter
- ▶ Events
- ▶ Newsletter
- ▶ Website





Be a person, not a brand!