

15th

UIA Associations
ROUND TABLE
Brussels 2022

20 May 2022
Marriott Grand Place

Brussels, Belgium

#UIA22BRX



PROGRAMME



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In the last decade the world has changed at an incredibly fast pace and we are all **facing new and great challenges**: the evolution of the digital world, the need and the opportunity to develop a new approach towards communication and the engagement of patients, consumers and stakeholders and an incredible amount of data to process, analyze and understand.

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Welcome to the 15th UIA Associations Round Table - Europe!

Message from the Secretary-General

We welcome you to Brussels for the 15th UIA Associations Round Table – the Union of International Associations is delighted to provide the opportunity of meeting, learning and discussing and to share with all delegates not only food for thought, but as well, real meals and drinks. For over a century the Union of International Associations (UIA) has been working to promote and facilitate the work of international associations. Since 2007, the annual UIA Associations Round Tables have given associations an opportunity to learn through networking and through practice.

As an independent research institute, the UIA is able to bring together people one wouldn't meet anywhere else. Many of the invitees will never be found on any other list: finding and documenting associations is, after all, the UIA's expertise. I am confident, you will benefit greatly from the opportunity to exchange ideas, and to engage in active discussions with the speakers and each other.

The participants and speakers are people involved in running associations – of all sorts. The diversity of international associations attending any given UIA Round Table is remarkable, yet each UIA Round Table confirms that we have more in common than our associations' names might indicate. We share challenges and questions and concerns, exchanging ideas and engaging in active discussions with the speakers and each other. And this year, additionally, we share the experience of a long missed full in-person event in Brussels.

For today, the city of Brussels will be the stage for representatives from international associations – professional societies, service organizations, interest groups, and charities – to share, through workshops and discussion groups, their experiences in meeting challenges in communication, strategy, governance, finding partners for their goals and more. The UIA team is happy to finally meet – or see again – many of you face to face.

We at the UIA look forward to meeting the delegates, to the presentations by those with experience in association work and to the thought-provoking discussions they will introduce, and to the opportunities to network with our colleagues from other associations and other countries. At the UIA we consider a Round Table a success if the participants go home with new ideas, with increased motivation, and with names of people with whom they want to stay in touch. The 15th UIA Associations Round Table – Brussels 2022 is possible thanks to the generous support of our partners. We thank them.

Sincerely,
Jacques de Mévius
Secretary-General of the UIA

Programme

19 May, Evening

17.00 - 18.00

UIA Associate Members Meeting / for UIA Associate Members
Maison des Associations Internationales (M.A.I.) / International Associations Center (room: Paris)
Rue Washington 40, Brussels

20 May, Morning

8.30

Registration opens

9.30 - 11.00

Round Table session 1 (Ballroom):

Opening keynote by Cyril Ritchie, President of UIA, First Vice-President of CoNGO:

"Do Associations need a Code of Good Practices? If so, What?"

Introductory presentations of the workshop programme (all speakers):

Nienke van der Malen - van der Horst, CEO & Founder, Conferli /
Bregje Frens - de Leeuw, Association Manager, Conferli:

"Is there a need for a new way of tendering, after the pandemic?"

Marijke Roelants, Managing Partner BoldLAW:

"Revising Your Association's Statutes: How to get Started. Ready, set, go!"

Edoardo Guglielmino, Business Development, visit.brussels:

"Associations' life made easier - Support initiatives at your service"

Programme

Ryan Brubaker, Web and Database Developer, UIA:

"Achieving goals, finding partners: UIA's Global Civil Society Database"

Katarina Oja, Digital Consultant / Ferial Saouli, Director of Association Management & COO / Vanessa Terrier, Senior Communications Consultant, SEC Newgate EU:

"The future is digital: how to stay in tune with the latest social media trends?"

Cyril Ritchie, President of UIA, First Vice-President of CoNGO:

"Why is the United Nations relevant to YOUR Association?"

Philippe Noirhomme, European VAT Desk:

"VAT and related issues concerning international associations."

11.00 - 11.30

Coffee break - sponsored by visit.brussels

11.30 - 12.30

Round Table session 2: four parallel workshops in break-out rooms

Edoardo Guglielmino (Studio 4):

"Associations' life made easier - Support initiatives at your service"

Ryan Brubaker (Studio 1):

"Achieving goals, finding partners: UIA's Global Civil Society Database"

Katarina Oja / Ferial Saouli / Vanessa Terrier (Studio 5):

"The future is digital: how to stay in tune with the latest social media trends?"

Cyril Ritchie (Studio 2):

"Why is the United Nations relevant to YOUR Association?"

Programme

20 May, Afternoon

12.30 - 13.45

Lunch - sponsored by [visit.brussels](https://www.visit.brussels)

13.45 - 15.45

Round Table session 3:

13.45 - 14.45 *three parallel workshops in break-out rooms*

Philippe Noirhomme (Studio 1):

"VAT and related issues concerning international associations."

Nienke van der Malen / Bregje Frens - de Leeuw (Studio 2):

"Is there a need for a new way of tendering, after the pandemic?"

Marijke Roelants (Studio 4):

"Revising Your Association's Statutes: How to get Started. Ready, set, go!"

14.45 - 15.45 *four parallel workshops in break-out rooms*

Edoardo Guglielmino (Studio 4):

"Associations' life made easier - Support initiatives at your service"

Ryan Brubaker (Studio 1):

"Achieving goals, finding partners: UIA's Global Civil Society Database"

Katarina Oja / Ferial Saouli / Vanessa Terrier (Studio 5):

"The future is digital: how to stay in tune with the latest social media trends?"

Cyril Ritchie (Studio 2):

"Why is the United Nations relevant to YOUR Association?"

Programme

15.45 - 16.15

Coffee break - sponsored by Visit Brussels

16.15 - 17.15

Round Table session 4: three parallel workshops in break-out rooms

Philippe Noirhomme (Studio 1):

"VAT and related issues concerning international associations."

Nienke van der Malen / Bregje Frens - de Leeuw (Studio 2):

"Is there a need for a new way of tendering, after the pandemic?"

Marijke Roelants (Studio 4):

"Revising Your Association's Statutes: How to get Started. Ready, set, go!"

17.30 - 18.30

Cocktail reception - sponsored by Firenze Convention Bureau

(Executive Lounge)

Presenters

Cyril Ritchie

President of UIA

Biography

- Union of International Associations: President since 2017 - Bruxelles
- Conference of Non-Governmental Organizations in Consultative Relationship with the United Nations (CoNGO): President 2011-2018; First Vice President 2018-2025 - Geneva, New York, Vienna
- Council of Europe Expert Council on NGO Law: President 2008-2018; Honorary President from 2018 - Strasbourg
- World Future Council: Senior Policy Advisor since 2012 - Hamburg
- Environment Liaison Centre International (ELCI): Chair since 2000 - Nairobi
- Titular of the World Order of the Smile (since 1979) - Government of Poland
- International Civil Society Forum for Democracy (ICSFD, 2006): President - Doha
- World Civil Society Conference (WOCSOC, 1999): President - Montréal
- International Council of Voluntary Agencies: Executive Director 1964-1978 and 1990-1991 - Geneva



Presenters

Keynote: *'Do Associations need a Code of Good Practices? If so, What?'*

Recognizing the enormous diversity of associations and of their "causes", the speaker will raise the question as to whether common standards (good practices) are even possible.

There will be three main headings:

- The Independence of associations
- The Cooperation that is needed to achieve social justice, human rights and all other aspects of human wellbeing
- The Personal Responsibility and standards of association leaders and representatives, including sensitivity to issues of diversity, inclusivity, vulnerability.

Workshop: *'Why is the United Nations relevant to YOUR Association?'*

It is mainly the UN General Assembly or Security Council that are the subject of items in the media, plus perhaps some coverage of major humanitarian actions for refugees or disaster victims.

But the United Nations System has over 50 organs, departments, agencies, commissions and other entities, working every day to set standards, safeguard the environment, restore and maintain peace, protect rights and much more.

The Workshop will illustrate examples of collaboration (existing and potential) between UN bodies and associations, and indicate entry points.

Presenters

Workshop: 'Revising Your Association's Statutes: How to get Started. Ready, set, go!'

Revising statutes is not generally something one looks forward to. Nonetheless, you will soon have no choice than to embark on this journey, because the Belgian legislator obliges all non-profit international associations with their seat in Belgium to align their statutes to the new Companies and Associations Code.

Do not worry too much. In this legal session, we give you from start to finish an outline of the five-step revision process. On top of that, we discuss hot legal topics that you may encounter along the way. Being aware of the pitfalls beforehand will avoid time consuming mistakes when revising the statutes. This session is interactive, so we are happy to answer questions from participants during the session.

Presenters

Marijke Roelants

Managing Partner BoldLAW

Biography

Marijke is Managing Partner at BoldLAW, a Brussels based law firm specialized in the management and operation of companies and associations. Marijke is an experienced lawyer with extensive experience in the assistance of both international and Belgian firms and associations. Clients praise Marijke for her clear communication and analytical skills helping them to move forward quickly and constructively.

Apart from being a lawyer, Marijke is also academically active. She has written valued publications in her fields of expertise and since more than 10 years she is a member of the editorial board of the most distinguished corporate and association law review in Belgium, TRV-RPS ('Tijdschrift voor Rechtspersoon en Vennootschapsrecht - Revue pratique des sociétés').



Presenters

Workshop: ‘The future is digital: how to stay in tune with the latest social media trends?’ with Katarina Oja, Ferial Saouli & Vanessa Terrier

With communications and advocacy entering the digital space, international associations have had to rethink how to effectively engage online. So how do you strengthen your digital presence and adapt to this new, fast paced digital world? In this workshop, you will discover the latest digital trends, understand how they have evolved and what to expect next. These insights will be brought to life through a selection of creative campaigns from some of the digital champions in the EU to get your creative juices flowing and provide some tips and tricks on how to sharpen your digital presence, particularly on social media.

Ferial Saouli

COO, Director of Association & Event Management, SEC Newgate EU

Biography

Ferial is a seasoned and passionate association executive. She has over 20 years of experience in the management of non-profit organisations providing her clients with strategic advice, spanning from recommending best legal set-up, sound governance, managing their government relations, designing and implementing communication campaigns and membership strategies, ensuring their financial and legal compliance, overseeing their congresses, events and day-to-day operations. Ferial has managed over 10 organisations ranging from trade associations to large professional societies in a variety of sectors (environment, energy, healthcare, etc). She launched SEC Newgate EU’s association management practice.



Presenters

Katarina Oja

Digital Consultant, SEC Newgate EU

Biography

Katarina is a digital communications professional, with experience in driving social media content creation, developing apps and websites and designing data-driven digital campaigns and strategies. Katarina specialises in digital analytics and data visualisations, using a story-telling approach. She is an Utrecht University graduate with a Master’s degree in New Media and Digital Culture.



Vanessa Terrier

Senior Communications Consultant, SEC Newgate EU

Biography

Vanessa has over 10 years of experience in PR, corporate and digital communications. She has successfully conceptualised and rolled out digital campaigns across various sectors, platforms, and target audiences. Vanessa gained in-depth knowledge of social media management, significantly improving the social media reach and relevance of the companies she has worked for across various channels. She holds a Master’s degree in European Affairs from the Sorbonne University in Paris. Vanessa is a native English, French and Spanish speaker.



Presenters

Workshop: 'Is there a need for a new way of tendering, after the pandemic?' with Nienke van der Malen & Bregje Frens – de Leeuw

Times have changed – and so have the decision-making factors for finding your conference destination. Nowadays, topics like sustainability, legacy, ecosystems and health and safety measures take precedence in your thoughts. However, are these already incorporated into your tendering process? How are your local hosts dealing with these new parameters and how can you take matters into your own hands?

Topics to be covered during this session will be:

- Which factors contribute to the economic growth of your association?
- Which factors are the most important in the search for your next destination?
- How do you keep local hosts involved?
- Did your tendering process change recently, and if so, how?
- Can the tendering process be simplified?

In a group discussion we will come to some answers.

Nienke van der Malen

CEO & Founder, Conferli

Biography

Nienke van der Malen – van der Horst, CEO & Founder, Conferli, is an experienced Director with a demonstrated history in marketing, branding and acquisition.



Bregje Frens – de Leeuw

Association Manager, Conferli

Biography

Bregje Frens – de Leeuw, Association Manager, Conferli, is a talented coach and trainer with a strong track record in sales and business development.



Presenters

Edoardo Guglielmino

Business Development, visit.brussels

Workshop: 'Associations' life made easier – Support initiatives at your service'

International associations' life in Brussels has been on the table during the whole pandemic and the decision was taken to try to make it easier. From practical toolkits about VAT, safety and legal aspects to a brand new concept of site inspections and the decision to support even more our associative key partners, you might find the right answer to your questions.

Biography

Edoardo Guglielmino was born in La Spezia (Italy) and graduated in International Relations at the University of Genoa in 2009. In the same year he moved to Lyon and started working in the events industry representing Italian companies in international trade fairs. In 2015 he joined GL Events as a business developer, promoting Lyon as a destination for international associations congresses. Edoardo is a founding member of the ICCA France Benelux Chapter Educational Committee and was "ad interim" Chair of the summit of 2019.

Co-organiser and host of the 2018 UIA Round Table in Lyon, in 2019 he decided to join the visit.brussels Convention & Association Bureau in order to work closely with international associations and support them in organising their events in Brussels.



Presenters

Philippe Noirhomme

European VAT Desk

Workshop: 'VAT and related issues concerning international associations'

VAT is a constant source of concern for international associations in their daily activities and especially when they are organising conferences in their own country or another. Philippe Noirhomme will discuss the information needed to clarify the situation regarding this tax and its application.

Biography

Philippe Noirhomme is a certified tax adviser working with European VAT Desk. He previously spent 11 years with Ernst & Young Tax Consultants in the Indirect Tax department, and is currently a Lecturer at the Tax Institute of the University of Liège and Teacher at Solvay Brussels School (Executive Master in International Association Management). He is co-author of "VAT Package : the new rules applicable to services", published by Editions Larcier in January 2010.



Presenters

Ryan Brubaker

web and database developer, UIA - Union of International Associations

Workshop: “Achieving goals, finding partners: UIA’s Global Civil Society Database”

UIA provides tools and data to help associations with their outreach, event planning and more. Ryan will present a number of UIA’s tools, including a live demo of ‘Open Yearbook’ and ‘Open Calendar’, explain the history and future plans of the Global Civil Society Database, and will answer questions about how associations can best take advantage of these free resources.

Biography

Ryan has worked as a web and database developer at UIA since 2011. He is responsible for the user interface of UIA’s databases, the ongoing development of its website and the visual identity of the organization. He also provides regular training sessions on the use of UIA’s Yearbook of International Organizations and International Congress Calendar digital publications. Before joining UIA, Ryan ran a communications design studio crafting online identities for associations and small businesses.



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About the UIA

“... to serve as a centre for documentation, study, service, and the promotion of closer relations between international associations.”

The Union of International Associations (UIA) is a non-profit, independent research institute documenting the current and historical work of international nongovernmental organizations (INGOs) and intergovernmental organizations (IGOs) and promoting the public awareness of their activities.

Since its foundation, the UIA has focused on recording the nature and evolution of international civil society. The UIA's focus today is on promoting the internationality of these organizations and in representing the collective views of international bodies.

The UIA collects, hosts and provides up-to-date, reliable information on global civil society, and maintains the most comprehensive source of information on international associations, their activities and concerns, and their meetings activities.

The UIA has existed since 1907 when it was founded by two Belgians, Henri La Fontaine and Paul Otlet. La Fontaine was an international lawyer, professor of international law, and a member of the Belgian Senate for 36 years. He was a socialist, a renowned bibliographer, and a devoted internationalist. In 1913 he was awarded the Nobel Peace Prize for his work as “the effective leader of the peace movement in Europe”. He and his sister Léonie La Fontaine were also early advocates for women's rights and suffrage, founding the Belgian League for the Rights of Women in 1890.

Otlet was a lawyer, bibliographer, political activist, and a Utopian with an internationalist agenda. His seminal work in documentation included the creation of the Universal Decimal Classification system. Otlet envisioned an international Network for Universal Documentation: a machine which would allow users to search, read and write to a database stored on millions of index cards, and which could be accessed from great distances. The idea of networked documents was so novel that no one had a word to describe these relationships until Otlet invented one: links. Today, Otlet is considered one of the fathers of information science.

The UIA has Consultative Relations with UNESCO, UN/ECOSOC, and ILO. It collaborates with the Council of Europe and the European Commission. A special ECOSOC resolution of 1950 establishes cooperation between the United Nations and the UIA for the preparation of the Yearbook of International Organizations.

The UIA is in regular contact with some 42,000 active international non-governmental organizations documented in the Yearbook.

FUTURE ROUNDTABLES:

16th UIA Associations Round Table - Europe
Rotterdam, Netherlands - 24 & 25 November 2022

17th UIA Associations Round Table - Europe
Brussels, Belgium - date & location TBA

18th UIA Associations Round Table - Europe
Firenze, Italy - 14 & 15 November 2024

19th UIA Associations Round Table - Europe
Brussels, Belgium - October/November 2025

20th UIA Associations Round Table - Europe
Lucerne, Switzerland - October/November 2026

UIA's Purpose

The UIA's aims as stated in its statutes are to:

- *Facilitate the evolution of the world-wide network of non-profit organizations.*
- *Promote understanding of how such bodies represent valid interests in every field of human activity – scientific, religious, artistic, educational, trade, labour.*
- *Collect and disseminate information on these bodies and their interrelationships.*
- *Present such information in experimental ways, as a catalyst for the emergence of innovative bodies.*
- *Promote research on the legal, administrative and other problems common to these bodies.*

The UIA seeks to achieve these goals primarily in three ways:

1. By documenting global civil society activity

The UIA's associations database – the basis of the Yearbook of International Organizations both online and in print – attempts to cover all “international organizations”, according to a broad range of criteria. It therefore includes many bodies that may be perceived as not being fully international, or as not being organizations as such, or as not being of sufficient significance to merit inclusion. Such bodies are nevertheless included, so as to enable users to make their own evaluation in the light of their own criteria.

In preparing and updating the organization profiles, the UIA gives priority to information received from the organizations themselves, then checks this information against other sources (periodicals, official documents, media, etc.) to present a reliable picture of a dynamic situation. The information presented by the UIA is structured, comprehensive and concise. A standard framework makes comparison possible.

2. By publishing research reports

The UIA's associations database is continuously updated and includes descriptions of some 70,000 international organizations – NGOs and IGOs – active in all fields of human endeavour, in all corners of the world, and

throughout centuries of history.

Its meetings database – the basis of the International Congress Calendar both online and in print – currently includes half a million international meetings of these bodies, from 1850 to far into the future.

The organization profiles and meetings profiles are complemented by bibliographies, SDGs, statistical reports, and descriptions of problems perceived and strategies adopted by international associations as well as the values and approaches that animate them. Over 500,000 hyperlinks facilitate navigation through this data.

The UIA also produces customized reports on demand for a variety of governmental, non-governmental, and commercial bodies.

3. By providing training and networking opportunities for international association staff.

Since 2006 the UIA hosts annual Associations Round Tables, bringing together representatives of international associations to learn practical skills and share experience.

On 24 & 25 November 2022 the 16th UIA Associations Round Table – Europe 2022 will be held in Rotterdam, Netherlands.

In 2023 the 10th Round Table Asia-Pacific will be held in September/October.

The 17th Round Table Europe will take place again in October/November in Brussels.

For more information, visit roundtable.uia.org

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Contact us

Union of International Associations (UIA)

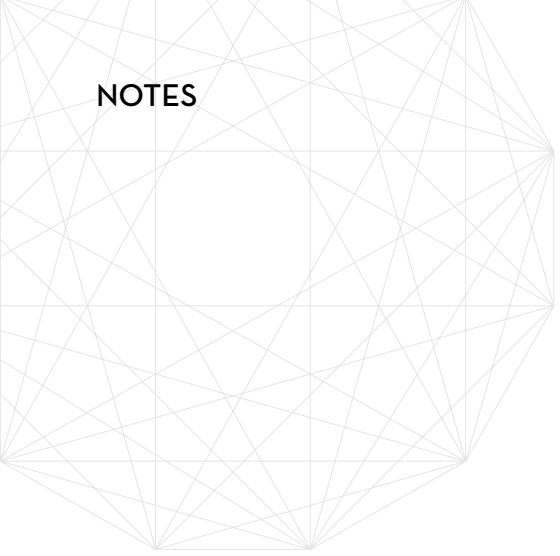
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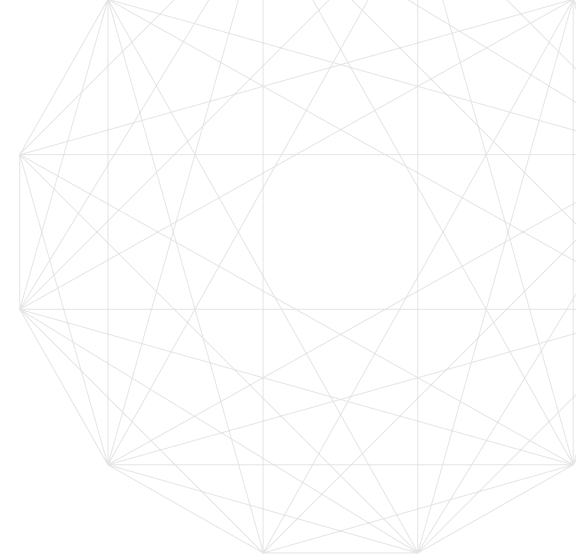
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NOTES



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Next destination: Rotterdam – 24 & 25 November 2022

Rotterdam. Dynamic World City

Our city is known internationally as the 'Gateway to Europe' Whether it is our ever-changing skyline full of bold architecture, our port that is regarded as the smartest in the world or the 'can do' mentality of the Rotterdam people in all their diversity: Rotterdam is an entrepreneurial city with a distinct character, constantly evolving and always looking forward. A city of frontrunners with the courage and will to drive change, internationally renowned for our passion for innovation and unpolished charm.

Our city is also home to world-leading clusters in other economic sectors such as life sciences and health, maritime, energy and agrifood, among others. The city's knowledge ecosystem includes Erasmus University, the Rotterdam School of Management, the Erasmus Centre for Innovation Management, as well as the world class Erasmus Medical Center in the midst of a Convergence with the Technical University of Delft, making it the largest institute within the Dutch Medical Delta.

All of this is complemented by state-of-the-art (meeting) venues, such as the Rotterdam Ahoy Convention Center, featuring the Netherlands' largest auditorium seating 4,000 as well as De Doelen ICC, whose largest plenary can seat 1750 delegates, and Postillion Convention Center at the World Trade Center, seating up to 1100 in the largest room. All venues feature multiple breakout rooms and exhibition space and are within walking distance of many of the more than 9,000 hotel rooms in the city.

We hope to see you in Rotterdam!

Tip: Scan the QR Code to download the Rotterdam Fact Sheet!





The UIA Round Tables provide an opportunity to learn through networking and through practice, to meet other international associations and share experience and knowledge to help you run your organization better.

We thank our partners for making it possible.

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Connect with UIA on Social Media:

Event hashtag: #UIA22BRX

Twitter: @uia_org / Facebook: @uiabrussels

LinkedIn: union-of-international-associations---uia