Hello Thomas

We are delighted to share more information on the four AAE Masterclasses scheduled this Autumn, which includes a totally new one:

>> Intelligent Member Relationship Management
>> Presentation Skills for Association Executives
>> Public Speaking for Association Leaders Masterclass
>> Up-scaling your Annual Conference & Events Programme

Intelligent Member Relationship Management
28 October, London (10.00-17.00)

Knowing how, when and why members engage with your organisation - combined with an understanding of their profile - can help drive individual journeys that increase engagement and demonstrate the value of membership. Success relies on the collection of the right data, its management and use.

This masterclass for associations will demonstrate how your engagement strategy and communications will benefit from leveraging two major assets of your organisation – your member data and your investment in CRM.

What you will leave with:

• tools to help you understand data acquisition & segmentation
• practical skills in how to apply the data
• ability to review your processes for data acquisition, management, analysis and application to help drive the efficiency and effectiveness of your member relations
• new ideas in addressing member management, acquisition, retention and growth

More info & to book - click here

Presentation Skills for Association Executives
20 November, London (10.00-17.00)
Presentations are an opportunity for Association professionals to create change. Whether it's speaking to your board, your team, your members or those outside of the Association, being able to **present with impact is key to achieving your goals**, both professionally and personally.

By attending this one-day workshop, you will take away with you:

- A framework for preparing for presentations
- An understanding of your audience
- Great structures for delivering compelling presentations
- Tips on managing nerves and building confidence
- How to handle questions with ease
- The tools to present with impact including voice, body language and pause.
- A personal plan of action that you can take forward to become a confident and effective presenter

More info & to book - click here

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**Public Speaking for Association Leaders Masterclass**

26 November 2019, Brussels (09.30–17.00)

Public speaking is an excellent way to **engage a community** and being an effective public speaker can make a crucial difference to an individual looking to help their Association achieving its goals. Tailored specifically for Executive Heads and Senior Directors, this full-day session will share the **key aspects of becoming a successful speaker**.

Whether you are just starting out, or if you've spoken a number of times, this Masterclass is your chance to:

- Understand your own approach to speaking, what you like and what you want to change
- Hear the fundamental skills and thinking used by successful speakers
- Practise and received constructive and supportive feedback on your performance
- Learn as part of a group of like-minded Association professionals
- Leave with a plan of action as to what you’ll do next

More info & to book - click here

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**Up-scaling your Annual Conference & Events Programme**

25 September, London (09.30-17.00)

In order to sustain and grow their value for members, conferences and events need to be evolve and grow in response to their relevance to the sector and revenue potential. This Masterclass will look at how associations can **attract a higher proportion of members** via their conferences and events; by providing attendee's with **valuable content, expert information, education and networking**.

This masterclass is specifically designed for event strategists at Director, Head of
Department and Executive Head of Organisation.

What you will learn:

- Growth models and scaling up your existing events; leveraging your business models and new revenue streams
- Sector knowledge, competitor analysis and research approaches
- Developing your value proposition; creating content and developing your programme
- Marketing investment for growth and focusing for success
- Sponsorship: Bespoke & commodity approaches; partnerships that add real value and growth

More info & to book - click here

Book BEFORE 30 September and benefit from the Early Bird rate

To attend AAE events you either Subscribe on the new website or Join (at no fee), after which you won't need to enter all your details for your event registration(s). Y

You can call or email me if you have any questions about these masterclasses or membership of the AAE.

All the best,

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The Association of Association Executives (AAE) is a very active community of over 24,000 employees of associations, societies, federations and other membership organisations in professional, trade, scientific and medical sectors. The AAE manages the Association Congresses, the Association Leaders' Forums, Association Events Strategy and Member Engagement Conferences, and publishes: News, Research reports, Association Success Story case studies, Directories, a Jobs Board, Webcasts of events and over 300 Informative video talks, as well as the Association Insights magazine and association-specific books.

www.associationexecutives.org

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Secure your place at one of the AAE Masterclasses this Autumn.

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