Hi Tom

Welcome to this edition of the eBulletin of the AAE.

As associations are dealing with the hardship of being unable to hold events, and needing to re-schedule, cancel and/or create online events; needing to review their articles of association that require physical meetings and deal with challenging finances and reserves; and moving to more online learning, we at AAE aim to help you through this. We are doing three things immediately:

• Webinars every week by experts: See our first two here >>
• Online Lunchtime Zoom Chats three days a week: What topics would you like to discuss? >>
• Get advice from Experts & your peers on topic of Online Events: Ask questions here >>
• What other topics should have permanent web chats forums: Tell us here >>

Please let us know what you need, and enjoy reading and viewing.

Sections below include: Articles, AAE News, Partner Updates, Events, Masterclasses, Vacancies, Interviews and this issue, topical Resources from the Resource Centre.

Articles

Procuring New IT – It's not about buying

Why are so many membership organisations still struggling to procure the right CRM or website at a budget they can afford? Why are the better IT suppliers in the sector so often frustrated at the process they have to go through in tendering – and often pull out?
Why Associations should be Podcasting

There is an exciting potential in the power of podcasts for Associations to drive membership engagement. And there’s a distinct buzz about the way podcasts cut through the noise to get to an audience. What do Association podcast producers have to say about their experiences?

Ask questions and contribute to the New AAE Discussion forum on "Online Events"

Ask your questions and get feedback from members and AAE experts on your issues, on "Online Events"

New dates for Associations World Congress 2020

Monday 7 to Wednesday 9 December, 2020 are the new dates for AWC20, which remains at the Estoril Congress Center in Cascais, Portugal.

What we are doing with our masterclasses and events at AAE

Taking events online, re-scheduling to later and producing more online events with state-of-the-art technology, is our approach.

Deadline extension to International Association Awards & New Categories

The deadline for nominations is extended to 15 May, and three new categories for national associations have been added.

Partner Updates
Hong Kong Tourism Board to launch a HK$400 million support plan to reinvigorate tourism

Support for associations to bring their events to Hong Kong will increase, as Hong Kong government plans huge investment in meetings and other areas.

Pixl8 delivers swift new ‘Zoom for eventfolio’ extension

To ensure your rapid transition to digital, Pixl8's Eventfolio system has accelerated delivery of a new ‘Zoom for eventfolio’ extension.

Let your membership thrive

Congresses & Summits

7 – 9 DECEMBER 2020
Associations World Congress
Estoril Congress Centre, Portugal

2 – 3 JULY 2020
Association Leaders Summit
East Horsley, Surrey, UK

Webinars
Creating an Engaging and Interactive Online Conference
Online

Rapid eLearning for Associations
Online

Social Media Strategy for Associations
Six-hour Online-Live

CRM and Digital Transformation for Associations
London, UK

Enhancing Your Association Conferences & Events for Surplus and Success
London, UK

Intelligent Member Relationship Management
Central Hall Westminster, London, UK
Vacancies

**Regulatory Affairs Officer**
*European Council of the Paint, Printing Ink and Artists’ Colours Industry*
- Brussels, Belgium
- Permanent

**Director of Operations & Finance**
*Henry Jackson Society*
- London, United Kingdom
- Permanent

**Head of Volunteering**
*Marine Society*
- London, United Kingdom
- Permanent
- GBP 38,000–45,000

**Head of Policy**
*International Hydropower Association*
- London, United Kingdom
- Permanent
- GBP 0–0

**Head of Policy**
*The Good Food Institute Europe*
- Brussels, Belgium
- Permanent

**Chief Executive**
*World Association of Girl Guides and Girl Scouts*
- London, United Kingdom
- Permanent

*Advertising Vacancies is free to Members! View More Vacancies>>*
Interviews (member-only access)

Sheryl Fernando, Membership Director, UK Finance

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Craig De Souza, Executive Director of the Association for Creative Industries

Craig De Souza talks about how important is to focus on new members while engaging current members.

All Interviews (for Members only) >>

Topical Resources (member-only access)

Webcasting - From viewers... to active participants

Martin BeThere Global talks on webcasting from viewers to active participants

200,000 virtual delegates!

A huge number that any association would be ecstatic to have! This is a clear indicator that virtual delegates' time has come, and associations need to rise to the challenge of comprehensive adoption of their virtual offering - and if they haven't started, to get moving fast. Dr Viktor Joergens will describe not only how they achieved this astounding success, but what they discovered along the way.

Consultations through live online events
How to establish an online education platform that creates real value - EASL

We share our experience and insights of building and maintaining online learning platforms:

How PHAP engaged 14000 humanitarian workers around the world.

Over 450 Talks (for Members only) >>

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Technology partner of the AAE

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