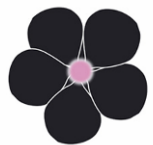


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Association Expert Seminar



# Success Strategies for a Changing Marketplace

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## Drivers of Change

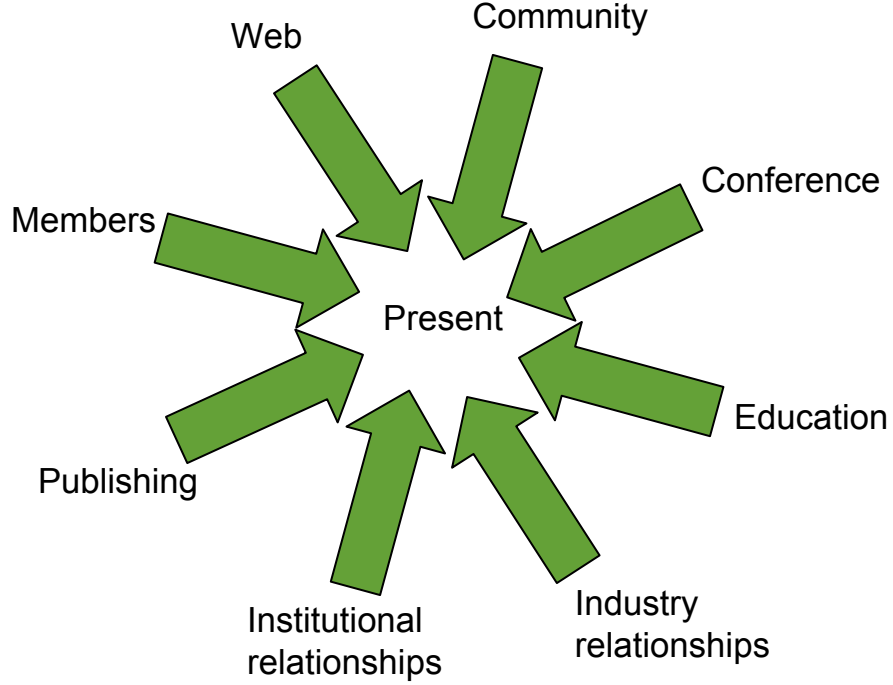
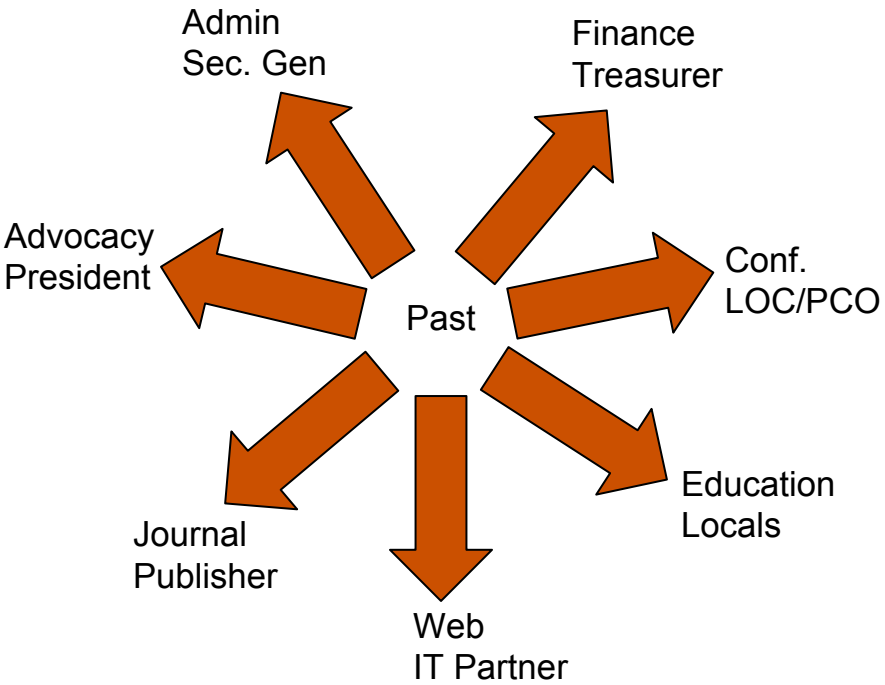
- Global competition
- Members demand real value (“what is in it for me?”-generation)
- Volunteers have less time
- Governance & Transparency
- Vendors (industry) want consistent relationship
- Technology facilitates cross-fertilisation
- Need for consistent Brand Management

# More Centralized Control





# Integrated Association Management



More centralised control





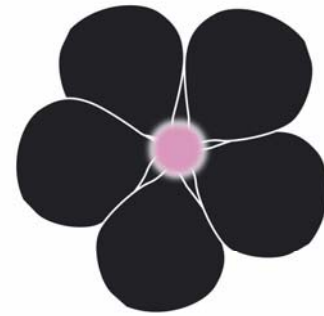
## Management Options

- Own Staff (f.e. IDF, ERS, ESC)
- Strategic Outsourcing (f.e. EULAR, EASL)
  - Small HQ team
    - Core PCO
    - Publisher
- Full Outsourcing = Association Management Company (f.e. ISN, IBMS)
  - Dedicated well-trained Account Team
  - Specialized staff
  - Management structure

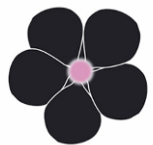


## Impact on Suppliers

- Maintain double contact:
  - Local leaders
  - Central office
- Local PCO becomes local DMC
- Risk is taken by central office
- Destination choice becomes a business rather than an emotional/political decision
  - Demonstrate real value



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