

Associations – the future

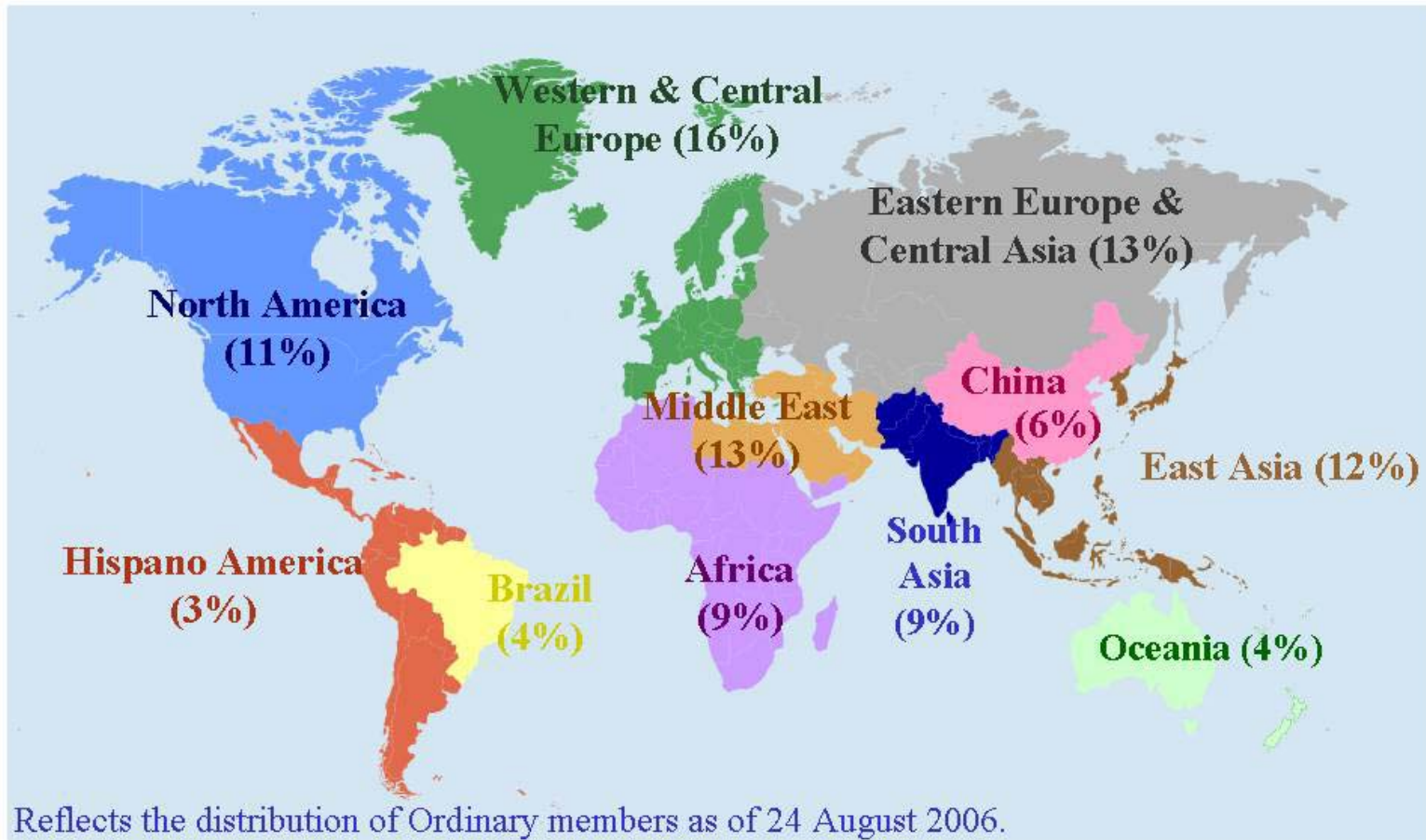
The Changing Marketplace

Luc M. Maene
International Fertilizer Industry
Association (IFA)





What is IFA?



What is special about IFA events?



- 75 conferences
- By invitation only: for hosting and attendance
- Few cities have adequate venues for our particularities



What has changed in event organization?

- Global environment
- Different levels of development
- Communication challenges
- Multiplication of meetings
- New members have less experience navigating such meetings
- More business, less social



What has changed regarding destinations?

- Formalities and paperwork (visa)
- Accessibility (one stopover preferred)
- Security considerations
- Risk preparedness (Plan B)

Europe still attracts the highest attendance

Consequences for the Association



- More last-minute decisions
- Additional preparation required
 - security and risk management
- Hotel clusters and their environment

More back-and-forth communications with both partners and members lowers efficiency

