



# *The Strategic Board Series 2018*

## *Partnership Opportunities*

*Connect with key association decision makers  
in a relaxed and engaging forum.*

**For more information, please contact:**

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 the  
**association  
specialists**  
*...taking care, adding value*



### About The Association Specialists

The Association Specialists (TAS) is the market leader in Association Management in both scale and services offered in Australia. TAS has been successfully providing Association Management services for more than 30 years and is currently a provider to more than 60 Associations including state, national and international organisations.

In addition, TAS is one of the biggest PCO's (professional conference organisers) in Australia, delivering 20 plus national and international association conferences and meetings annually.

TAS is recognised as an integral part of the association industry and has established a strong reputation over three decades and as a result has reach and access to the sectors key representatives.

### About The Strategic Board Series

In 2017 TAS launched the Strategic Board Series (SBS), created for and specifically tailored to association Board Members and strategic leaders. The inaugural event in November attracted over 50 senior delegates, representing more than 40,000 members (both individuals and organisations).

The event featured keynote presentations and interactive panel discussions from industry



thought leaders who discussed and debated the challenges and issues faced by the contemporary association. With topics and content tailored specifically to focus on the role of the strategic-thinking Board Member, the Association's 'Survival Guide' presented three panel discussions on key areas for 2018.

- *100% of delegates said they would attend future events*
- *96% of attendees rated the event 5 out of 5*
- *85% of attendees were senior decision makers (CEO or Board Level)*

***"I thought it was a great format for the event with fast panels and a good amount of time to network"***

**November 2017 Delegate**

### TAS - The Fast Facts

30+

staff

60+

Association & other clients

20,000+

membership records

\$20m

in client assets

150+

events per year

20+

large scale conferences per year



# The Strategic Board Series 2018

## Partnership Opportunities

### Connect and Engage with the Strategic Board Series in 2018

Following the success of the inaugural event, the Strategic Board Series will continue in 2018 with events scheduled to take place in both Sydney and Melbourne in May, August and November.

Each event will feature keynote presentations and panels from subject matter experts and thought leaders who will discuss and debate industry challenges and solutions. The series will promote knowledge sharing amongst peers and equip key decision makers with the information and insights necessary to lead their associations into the future.

Each event will seek to attract more than 50 Board Members\* and strategic leaders and will create a platform to communicate directly with an influential community in an intimate setting.

Each session will feature topical experts as well as a relevant association case study who will share their insights and experiences on the matter at hand.

*\*Board members will be selected and invited from the extensive TAS data base of over 8,000 association contacts.*



***"The real highlight of the event was meeting lots of different people from other or similar fields interested in the same concepts"*** November 2017 Delegate

#### Where and When:

The 2018 event series will be located in 5 star CBD locations. There will be three Sydney events and a further three in Melbourne, with a view to extending the series into Brisbane, Adelaide and Canberra in 2019.

Run in the late afternoon from 5:00pm to 8:30pm the format of the event will be short sharp keynote presentations, interactive panel discussions, Q&A sessions and networking pre and post event.

Each event will feature carefully selected experts to speak on key topics including:

#### ***Governance***

- Board Structures
- Effective Leadership
- Reporting
- Updates (technical)

#### ***Risk & Reward***

- New Initiatives
- Insurance
- Penalties
- Budgeting

#### ***Strategy – How to***

- Planning
- Facilitating
- Actioning

#### ***Brand Building***

- Credibility
- Value
- Communication
- Disaster Management



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### The Opportunity – Be Part of the Conversation

As part of the Strategic Board Series, TAS are inviting a limited number of organisations the opportunity to partner on each event and gain access to hard to reach decision makers.

You will gain brand exposure in an intimate and relaxed setting with a captivated and targeted audience (representing thousands of members), laying the foundations for long lasting relationships.

Becoming a Strategic Board Series Partner will allow you to:

1. Communicate key messages and offerings with senior executives and their sphere of influence
2. Increase brand awareness and product / service knowledge
3. Generate leads
4. Access core decision makers in an informal networking environment enabling you to understand their needs

The following partner opportunities are available:

Platinum Series Partner					
Series Branding	Presentation**	Table Tops	Seat Drop	Client Invitations	Staff Passes
✓	✓	✓	✓	✓	✓
	8 minute presentation			6 client invites	4 staff passes
<b>Cost: SOLD</b>					

Premier Partner					
Series Branding	Presentation**	Table Tops	Seat Drop	Client Invitations	Staff Passes
-	✓	✓	✓	✓	✓
	5 minute presentation			4 client invites	3 staff passes
<b>Cost: \$5,000 +GST (per city*) ** May be panel spot</b> <i>*Multi-city discounts available</i>					

Associate Partner					
Series Branding	Presentation**	Table Tops	Seat Drop	Client Invitations	Staff Passes
-	-	✓	-	✓	✓
				2 client invites	2 staff passes
<b>Cost: \$1,500 +GST (per city*)</b> <i>*Multi-city discounts available</i>					

Venue Partner (1 Per Event Available)					
Series Branding	Presentation**	Table Tops	Seat Drop	Client Invitations	Staff Passes
-	✓	✓	✓	✓	✓
	4 minute presentation			4 client invites	4 staff passes
<b>Cost: TBC</b> <i>*Multi-city discounts available</i>					