



ESAE

EUROPEAN SOCIETY OF ASSOCIATION EXECUTIVES

2020 CALENDAR OF ACTIVITIES

EXCEPTIONAL EDUCATIONAL AND
NETWORKING OPPORTUNITIES FOR
ASSOCIATION PROFESSIONALS IN EUROPE

www.esae.eu

EVENTS 2020

JANUARY

New year's Reception ●●●●● Brussels

FEBRUARY

From strategic priorities to policy manifestos ● Brussels

Effective use of LinkedIn for Association Professionals ●●●●● Brussels
●●● Online

MARCH

Public speaking for Association Executives ●●●●● Brussels

The Association of the Future against Disruptions ●●●●● EAS2020

Designing sustainable events ● Brussels

APRIL

Leadership Circle Networking Event ● Brussels

From Associations to Platforms: is this the future? ●● Brussels

MAY

The agile Association and Events as driver for change ●●●●● Brussels

Membership Engagement Strategies ●● Brussels



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EVENTS 2020

JUNE

- From lobbying to grassroots movements ● Brussels
- Revision of the competition law and impact on lobbying ● Online

JULY

- The legacy of conferences ● Brussels

SEPTEMBER

- Power games: Board vs. Secretariat ● Brussels
- Digital stakeholder Mapping ●● Online

OCTOBER

- How far to go with digital transformation ●● Brussels
- Integrating new technologies in events ●●● Online

NOVEMBER

- New communication channels and media relations in the changing Brussels bubble ●● Brussels

DECEMBER

- Crisis management & Crisis Communication Plan in events ●● Brussels

Advocacy ●

Events ●

Communication ●●

Membership ●●

Leaders only ●