



AFRICAN SOCIETY
OF ASSOCIATION
EXECUTIVES

AfsAE *Virtual* Africa Association Summit (AAS2)

Associations 2.0: Building Better Together

THURSDAY 24, SEPTEMBER 2020 PLENARY 1	
14:00 – 14:30	WELCOME & Presentation by South Africa National Convention Bureau (SANCB) <i>Bjorn Hufkie, General Manager, Sales - SANCB</i>
14:30 – 15:00	Opening Keynote Reimagining African Civil Societies Beyond AGENDA 2063 <i>Prof. PLO Lumumba – Kenyan Lawyer & Pan-Africanist</i>
15:00 – 15:45	Panel Discussion 1: Redefining Associations Beyond 2020 2020 is a redefining year for Associations not only in Africa but across the world. In the post-Covid-19 pandemic world, it is only those Associations that demonstrate agility and adaptability that will survive 2020 and beyond. The pandemic has created unprecedented disruptions occasioning restructuring of Association leadership and governance structures, redesigning of membership communications and engagement, revision of revenue models and remodeling of association events among others. It is with no doubt that Associations Beyond 2020 will look different. Panelists during this session will deep-dive into the nature, structure, form and substance of the African Association of future dissecting the dos and don'ts while offering opinion on what a successful Association need to be doing now in anticipation of the future. <i>Panelists:</i> <ol style="list-style-type: none"><i>1. Jeffers Miruka – African Society of Association Executives (AfsAE)</i><i>2. Kevan Jones - Southern African Communications Industries Association (SACIA)</i><i>3. Komlan Messie - General Secretary, WACSO/FOSCAO</i><i>4. Heidi Goubran - Africa Society for Blood Transfusion (AfsBT)</i> <i>Moderator: Mungai Nfi – Global Citizen</i>
15:45 – 15:55	WELLNESS BREAK
15:55 – 16:15	Rising on Ancestral Wings: Embracing Our Shared Hopes to Create Enduring Legacy <i>Clayonia Colbert-Dorsey Manager - Continuing Education Provider Services American Speech-Language-Hearing Association (ASHA) and Aynia Dorsey, Advocate, Alzheimer's Association, National Capital Area</i>
16:15 – 16:35	Beyond the Numbers: The Relationship Between Finance and Strategy <i>Nycole M. Joiner, CAE Senior Director, Finance, Operations & Analytics and Interim Head, Central Events Healthcare Businesswomen's Association (HBA)</i>
16:35 – 16:55	Mission Critical: Membership Marketing in Tough Times <i>Camille Sanders, CAE Director, Membership - Water Environment Federation (WEF)</i>
16:55 – 17:15	The Do's and Don'ts of Effective Board Governance <i>Haley Jones, CAE Senior Manager, Member Engagement- American Staffing Association (ASA) and Jay Cariño, CAE VP of Member Services - Association for Nutrition & Foodservice Professionals</i>



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Registration: <https://afsae.org>

17:15 – 17:35	<p>Advocacy Skill Building for Association Professionals</p> <p><i>Sharmila Sandhu</i> Vice President, Regulatory Affairs - American Occupational Therapy Association (AOTA) and</p> <p><i>Blanca Campos</i> Vice President, Policy and Government Affairs - Community Behavioral Healthcare Association of Illinois (CBHA)</p>
17:35 – 17:55	<p>Digital Marketing and Communications: Owned and Paid. Welcome to the fundamentals of marcom: Strategies, tools, and tactics</p> <p><i>Michael Martinez, CAE</i> Digital Marketing & Communications Consultant</p>
17:55 - 18:15	<p>Panel Discussion 2: Contextualizing the Content to Reality of African Associations</p> <ol style="list-style-type: none"> <i>Elizabeth Gitau – Kenya Medical Association</i> <i>Mungai Nji - Global Citizen</i> <i>Raphael Kuuchi - International Air Transport Association</i> <i>Gregg Talley – Talley Management Group</i> <p><i>Moderator: Nicanor Sabula – African Association Management Company</i></p>

FRIDAY 25, SEPTEMBER 2020 PLENARY 2	
14:15 – 14:30	<p>WELCOME & Presentation by Rwanda Convention Bureau (RCB)</p> <p><i>Frank Murangwa – Director of Destination Marketing</i></p>
14:30 – 15:15	<p>Panel Discussion 3: The Role of African Civil Society Organizations in the Post Covid-19 Recovery</p> <p>Civil Society Organizations are poised to play a critical role in the socio-economic recovery of African countries. Beyond holding governments accountable in the recovery strategies they are setting out, CSOs will be expected to amplify the voices the marginalized and vulnerable communities especially the youths and women to ensure that they are not disadvantaged by recovery plans.</p> <p>This panel consisting of Africa’s foremost civil society leaders dissects the critical role African CSOs will play in the post covid-19 recovery.</p> <p><u>Panelists:</u></p> <ol style="list-style-type: none"> <i>Martha Makenge - EACSO Secretariat</i> <i>Glenn Farred – Executive Director, SADC-CNGO</i> <i>Hamiche Samir - Secrétaire General, Association NIDA</i> <i>Naila Farouky, Arab Foundations Forum</i> <p><i>Moderator: Nicanor Sabula – African Association Management Company</i></p>
15:15 – 15:50	<p>Closing Keynote: Thinkshift Your Leadership</p> <p><i>Dr. Alex Granger</i> THINKSHIFTER GLOBAL SPEAKER LIFE COACH AUTHOR</p>
15:50 – 16:10	<p>‘3R’ Association Essentials Amidst the Pandemic</p> <p><i>Octavio ‘Bobby’ Peralta – Founder and CEO</i> Philippine Council of Associations and Association Executives (PCAA)</p>
16:10 – 16:20	WELLNESS BREAK
16:20 – 16:40	<p>Kenya's preparedness to resume international events during a pandemic</p> <p><i>Ms. Jacinta Nzioka - National Coordinator</i> Kenya National Convention Bureau</p>
16:40 – 17:00	<p>Questions to shape your future</p> <p><i>Chloe Menhinick</i> Gaining Edge Association Consultant Partner</p>
17:00 – 17:20	<p>Growth Expectations, concerns and opportunities in the African Meetings Industry</p> <p><i>Londi Khumalo</i> Founder & Director - Niche Partners</p>

17:20 – 17:40	<p>Cloud solutions for enhanced engagement</p> <p><i>Eric Schmidt – Co-Founder & CEO</i></p> <p><i>Glue Up (formerly Event Bank)</i></p>
17:40 – 18:00	<p>Panel Discussion 4: What Resonates?</p> <ol style="list-style-type: none"> 1. <i>Esmare Steinhofel – International Congress and Convention Association</i> 2. <i>Amos Laar - African Nutrition Society</i> 3. <i>Pascaline Umulisa - Association des Guides du Rwanda</i> 4. <i>David Mukomana - Apimondia Regional Commission for Africa</i>
18:00 – 18:10	<p><i>Where do we go from here – Gregg Talley, AfSAE</i></p> <p><i>Closing Remarks – Jeffers Miruka, AfSAE</i></p>