

AfSAE Virtual Africa Association Summit (AAS2)

Theme: Building Better Together

24th -25th September 2020

Speaker Information Pack

1. Context of the event

The year 2020 has emerged as the most redefining year for Associations not only in Africa but across the world. Covid-19 pandemic has incredibly changed how associations conduct their business activities and redefined the way these activities will be conducted into the future. 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. The AfSAE virtual Africa Association Summit (AAS2) is organized to dissect the do's and don'ts while offering opinion on what a successful Association need to be doing now in anticipation of tomorrow.

This virtual event will be highlighting the ever-important role of associations in our communities by focusing on the following *thematic areas*:

- Strategy
- Governance/Leadership
- Engagement/Membership
- Communications
- Collaborations/Stakeholders/partnerships/Mergers
- Events
- Financial Sustainability
- Technology

2. Final Event Programme

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. Panelists: 1. <i>Jeffers Miruka – African Society of Association Executives (AfSAE)</i> 2. <i>Kevan Jones - Southern African Communications Industries Association (SACIA)</i> 3. <i>Komlan Messie - General Secretary, WACSO/FOSCAO</i> 4. <i>Heidi Goubran - Africa Society for Blood Transfusion (AfSBT)</i> Moderator: <i>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</i> <i>Manager - Continuing Education Provider Services</i> <i>American Speech-Language-Hearing Association (ASHA) and</i> <i>Aynia Dorsey,</i> <i>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</i> <i>Senior Director, Finance, Operations & Analytics and Interim Head, Central Events</i> <i>Healthcare Businesswomen's Association (HBA)</i>
16:35 – 16:55	Mission Critical: Membership Marketing in Tough Times <i>Camille Sanders, CAE</i> <i>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</i> <i>Senior Manager, Member Engagement- American Staffing Association (ASA) and</i> <i>Jay Cariño, CAE</i> <i>VP of Member Services - Association for Nutrition & Foodservice Professionals</i>
17:15 – 17:35	Advocacy Skill Building for Association Professionals <i>Sharmila Sandhu</i> <i>Vice President, Regulatory Affairs - American Occupational Therapy Association (AOTA) and</i> <i>Blanca Campos</i> <i>Vice President, Policy and Government Affairs - Community Behavioral Healthcare Association of Illinois (CBHA)</i>
17:35 – 17:55	Digital Marketing and Communications: Owned and Paid. Welcome to the fundamentals of marcom: Strategies, tools, and tactics <i>Michael Martinez, CAE</i> <i>Digital Marketing & Communications Consultant</i>
17:55 - 18:15	Panel Discussion 2: Contextualizing the Content to Reality of African Associations <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> <i>Moderator: Nicanor Sabula – African Association Management Company</i>
FRIDAY 25, SEPTEMBER 2020 PLENARY 2	
14:15 – 14:30	WELCOME & Presentation by Rwanda Convention Bureau (RCB) <i>Frank Murangwa – Director of Destination Marketing</i>
14:30 –15:15	Panel Discussion 3: The Role of African Civil Society Organizations in the Post Covid-19 Recovery 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. This panel consisting of Africa's foremost civil society leaders dissects the critical role African CSOs will play in the post covid-19 recovery. <i>Panelists:</i> <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> <i>Moderator: Nicanor Sabula – African Association Management Company</i>
15:15 – 15:50	Closing Keynote: Thinkshift Your Leadership <i>Dr. Alex Granger</i> <i>THINKSHIFTER GLOBAL SPEAKER LIFE COACH AUTHOR</i>
15:50 – 16:10	'3R' Association Essentials Amidst the Pandemic <i>Octavio 'Bobby' Peralta – Founder and CEO</i> <i>Philippine Council of Associations and Association Executives (PCAA)</i>

16:10 – 16:20	WELLNESS BREAK
16:20 – 16:40	Kenya's preparedness to resume international events during a pandemic <i>Ms. Jacinta Nzioka - National Coordinator</i> <i>Kenya National Convention Bureau</i>
16:40 – 17:00	Questions to shape your future <i>Chloe Menhinick</i> <i>Gaining Edge Association Consultant Partner</i>
17:00 – 17:20	Growth Expectations, concerns and opportunities in the African Meetings Industry <i>Londi Khumalo</i> <i>Founder & Director - Niche Partners</i>
17:20 – 17:40	Cloud solutions for enhanced engagement <i>Eric Schmidt – Co-Founder & CEO</i> <i>Glue Up (formerly Event Bank)</i>
17:40 – 18:00	Panel Discussion 4: What Resonates? 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	<i>Where do we go from here – Gregg Talley, AfSAE</i> <i>Closing Remarks – Jeffers Miruka, AfSAE</i>

3. Time zone

The event timings contained in the Event Program are all in East African Time (EAT) GMT +3.

Use [Time Zone Converter](#) – a Time Difference Calculator that provides time zone conversions taking into account Daylight Saving Time (DST), local time zone and accepts present, past, or future dates.

Kindly take note of your speaking time to ensure that you mark your schedule /calendar correctly.

4. Important information

Keynote presentations at AAS2 Virtual will be conducted via Zoom Webinar hosted on the Glue Up event platform.

****Important notes:***

- i. All oral presentations will be recorded and made available to registrants for 30 days after the conference.
- ii. Speakers are required to register themselves for the summit to be able present. [Register Here](#)
- iii. You are requested to adhere to the time allocated to your presentation including answering of questions. Should there be any follow up question(s) after your presentation, you will be requested to respond via Q&A or Chatroom.

5. Technical requirements

Connectivity

Make sure your connection speed is 2 Mbps upload, 4 Mbps download or better. You can test your Internet connection speed at [SpeedTest.net](https://www.speedtest.net)

Using a wired Ethernet connection provides the best quality, but Wi-Fi should be fine.

Zoom Client

We strongly recommend that you download or update the [Zoom Client for Meetings](#) in advance of your presentation and test your sound and permissions prior to the day of your talk (see below). If you have attended a Zoom meeting recently, you likely already have the client installed. To access your assigned Zoom Webinar session as a speaker, you will receive a special link via email from us. This link will not work until right before your session.

Device

You will use your own device for your presentation. You should use a laptop or desktop computer. You will need a webcam, if possible.

If you are using a Mac, make sure to try sharing your screen at <https://zoom.us/test> ahead of your presentation session so that you can grant Zoom the appropriate permissions. Doing so requires you to restart the application (which you won't want to do during your session).

Sound

We recommend that you present in a quiet area without background sound and use a headset if possible. You can use <https://zoom.us/test> to test your Zoom audio in advance.

6. Privacy and recordings

All presentations will be available for registered attendees to view online for 30 days following AAS2 Summit. You should also assume that attendees have the ability to take photographs, screen shots, audio recordings, or video recordings. AAS2 organizers take no responsibility for that

7. Talk Length

Ensure your presentation is within the time limit allocated in the program schedule, including time for question(s) should there be any.

Should there be follow up question(s) after your presentation is over, you will be requested to respond via Q&A or Chatroom.

8. Pre, During and Post Summit Preparation Schedule

1. *Preceding the conference*

- You will receive an email from us with a speaker's ("panelist") link. If you have not received your email by *September 20th*, please email rsmith@afsae.org.
- Set up the Zoom client on your computer.
- Use <https://zoom.us/test> to test your sound and app permissions.

- Use [SpeedTest.net](https://www.speedtest.net) to test your connection speed.
- Review your presentation slides and check them for sensitive or confidential information. Your presentation will be available online for 30 days following the program and therefore you should not include confidential information.
- Be sure your last slide lists the best way(s) for others to contact you for questions or collaborations.

2. *During the conference*

a) **Preparation**

- Ten minutes before your session (not just your individual talk) starts click the special Zoom presenter access link emailed to you.
- Send a message in the chat window to tell the Session Chair and technical support staff (Zoom Host) that you have arrived.
- Test your sound by unmuting and speaking to your Session Chair. Turn mute back on when you have finished testing.
- Turn your camera on by clicking on “start video.”
- Check that all other windows, notifications, and sounds not related to your talk are turned off.
- Remember that what you see on your screen will be seen by all attendees, so if you are viewing your slides in “presenter mode” your notes will be visible to all.

b) **During your session**

- **Preparing for screen sharing**- Begin sharing your screen when the session chair introduces you.
- **Chat window** - Open the chat window so you can send a message to technical support in case of problems.
- **Giving your talk** - Unmute your microphone and share your screen when the session chair introduces you. When your talk is over, mute your microphone and stop sharing your screen.
- **Timing** - Your total talk time, including Q&A if applicable, is listed in the earlier shared event program
- **Answering questions** - If there is time for Q&A, your session chair will select and read attendee questions that are submitted in the Q&A window. You will answer using your microphone.

Contacting live technical support

You can reach technical support staff (Zoom Host) or the chairs during the session via the Zoom Chat window. You can also email rsmith@afsae.org

c) **After your session**

- Stop sharing your screen and mute your microphone.
- Enjoy the rest of the conference!

9. **Presentations**

- Email your presentation to us at least three (3) days before the Summit. This means that your presentations can be stored ready for you before the conference and enables your presentation to be tested so most technical glitches can be resolved before the event.
- You are welcome to make changes on the day. If you wish to update your presentation on the day, please share the new copy of your file on PowerPoint-compatible media. This can be in shared on mail.
- Because the event will be online, no papers will be used. Instead make PDF versions of presentations available for delegates to access via mail after the event.

10. Pre-Recorded Presentations

Speakers have the option to pre-record their presentations and share them with organizers at least 3 days before the summit. Pre-recorded presentations should be professional and of high quality and must fit within the allocated time. All final pre-recorded presentations must be in MP4 Format.

Contact Nicanor Sabula nsabula@afamcomanagement.com for further discussion on the pre-recorded presentations.

11. Speakers Rehearsal

A speakers rehearsal has been scheduled for September 22, 2020 at 1500hrs (GMT +3). A meeting invite along with your meeting link will be shared with you via email. The purpose of the meeting is to enable our speakers familiarize themselves with the Glue-Up Webinar Platform on which the event will be hosted.

Please ensure that all your Mac-formatted files are PC-compatible. It's wise to check how your presentation will look on a PC, as very often some aspects of the presentation will look different and may need modifying to recreate the original effect.

12. More points to note:

- **Advance login-** On the event dates – 24th-25th September 2020, we request that you log in by 1300hrs (EAT) to enable us deal with any technical challenges that might occur and make room for fall back plans.
- **Networking Session-** While the formal event kicks off at 1400hrs (EAT), there will be a virtual networking session starting at 1300hrs to which all attendees and speakers are invited.
- **Speakers WhatsApp Group -** For ease of communications between Speakers and the event hosts, we have created an exclusive Speakers WhatsApp Group. Please note that this group will only be used for the pre and during the summit planning. It will be deleted immediately after the event. Kindly share your contact to Nicanor Sabula +254 722 376 224 for addition to the WhatsApp group.

13. Key contacts for the Summit

Name	Title	Email	Telephone
Nicanor Sabula	Chief Executive	nsabula@afamcomanagement.com	+254 722 376 224
Smith Hempstone	Co-Ordinator	rsmith@afsae.org	+254 715 967 883
Caroline Kawira	Conference Support	ckawira@afamcomanagement.com	+254 720 370 654
Jeffers Miruka	AfSAE President	president@afsae.org	+ 254 722 831 531