



AFRICAN SOCIETY
OF ASSOCIATION
EXECUTIVES



The Africa Associations Summit 2024 (AAS5)

Theme: *Leveraging AI and Innovation in Associations*

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Introduction

The Africa Associations Summit 2024 (AAS5) is a premier annual event for association professionals across Africa. Organised by the African Society of Association Executives (AfSAE), this summit is a vital platform for knowledge sharing, networking, and driving positive change on the continent.

Event Details:

- **Date:** 29-30 October 2024
- **Venue:** Julius Nyerere International Convention Centre (JNICC)
- **Theme:** Leveraging AI and Innovation in Associations

Summit Objectives:

1. **Empowering associations:** Strengthening the capacity of associations to effectively represent their members and contribute to socioeconomic development.
2. **Fostering collaboration:** Bringing together diverse stakeholders to facilitate partnerships and collaborations that address common challenges and opportunities.
3. **Driving innovation:** Encouraging the adoption of innovative strategies and technologies to enhance association performance and impact.
4. **Advocacy:** Providing a platform for African associations to advocate for policies and regulations that support their growth and development.

Keynote Topics:



Artificial Intelligence: Harness AI to drive innovation in your association.



Sustainability: Learn strategies for ensuring the long-term sustainability of your association.



Strategy development: Learn how to develop robust and enduring strategies for your association.



Impact: Create a meaningful impact for your members and your communities.



Fundraising: Securing the resources needed to support your initiatives.



Why Attend?

- **Empower your association:** Gain insights to strengthen your association and contribute to socioeconomic development.

- **AI impact:** Discover cutting-edge AI technologies and strategies to boost your association's performance.

- **Foster collaboration:** Network with stakeholders to tackle challenges and seize global opportunities.

- **Advocate for change:** Engage in discussions on policies that support association growth in Africa.

Who Should Attend:

1. **Association executives and managers:** Those responsible for the day-to-day operations and strategic direction of associations.
2. **Convention Bureau officials:** Attending the summit (AAS) can benefit convention bureau staff significantly. They will connect with association leaders, gain opportunities from them, and promote their destinations as prime locations for future association events and conferences, attracting more business to their regions.
3. **Conference venues:** Connect with association leaders, event planners, and other stakeholders, which can lead to future bookings and partnerships. Promote their venues as ideal locations for future association events and conferences. Increase their venue's visibility by participating as exhibitors or sponsors.
4. **Hoteliers:** Promote their hotels as ideal accommodations for future association events and conferences. Understand the needs and preferences of associations, helping to tailor their offerings and services. Explore potential collaborations with other service providers and stakeholders in the industry. Increase their hotel's visibility by participating as exhibitors or sponsors.
5. **Board members and trustees:** Individuals involved in governance and oversight of associations.
6. **Event planners and coordinators:** Professionals who organize conferences, meetings, and other events for associations.
7. **Membership coordinators:** Those focused on member engagement, retention, and recruitment.
8. **Marketing and communication specialists:** Professionals handling public relations, marketing, and communication strategies for associations.
9. **Technology and innovation officers:** Individuals interested in leveraging AI and other technologies to enhance association operations.
10. **Consultants and advisors:** Experts who provide strategic advice and support to associations.
11. **Researchers and academics:** Those studying trends and best practices in association management.
12. **Government and policymakers:** officials interested in the role of associations in policy development and advocacy.
13. **Corporate partners and sponsors:** Businesses that provide products or services to associations or are interested in forming partnerships.



Who Should Exhibit:

- 1. Convention Bureaus:** Attending the summit (AAS) can benefit convention bureau staff significantly. They will connect with association leaders, gain opportunities from them, and promote their destinations as prime locations for future association events and conferences, attracting more business to their regions.
- 2. Conference venues:** Connect with association leaders, event planners, and other stakeholders, which can lead to future bookings and partnerships. Promote their venues as ideal locations for future association events and conferences. Increase their venue's visibility by participating as exhibitors or sponsors.
- 3. Hoteliers:** Promote their hotels as ideal accommodations for future association events and conferences. Understand the needs and preferences of associations, helping to tailor their offerings and services. Explore potential collaborations with other service providers and stakeholders in the industry. Increase their hotel's visibility by participating as exhibitors or sponsors.
- 4. Technology Providers:** Companies offering software and tools for association management, event planning, member engagement, and AI solutions.
- 5. Event Management Firms:** Businesses specializing in organizing conferences, meetings, and exhibitions.
- 6. Marketing and Communication Agencies:** Firms that provide marketing, PR, and communication services tailored for associations.
- 7. Educational Institutions:** Universities and training centers offering courses and certifications in association management and related fields.
- 8. Consulting Firms:** Experts in strategic planning, governance, and operational efficiency for associations.
- 9. Financial Services:** Banks, insurance companies, and financial advisors who offer services tailored to associations.
- 10. Travel and Hospitality Providers:** Airlines, hotels, and travel agencies that cater to the needs of association events and conferences.
- 11. Publishing Houses:** Companies that publish journals, magazines, and other materials relevant to association professionals.
- 12. Government Agencies:** Departments and organizations that work closely with associations on policy and advocacy.
- 13. Corporate Sponsors:** Businesses looking to form partnerships and support the growth of associations in Africa.

If you are involved in day-to-day association management, don't miss this chance to levate your career and position yourself for growth. Register now and be part of this incredible opportunity.

<https://afsaesummit.org/>





5th African Association Summit

Theme: Leveraging AI and Innovation in Associations

DRAFT PROGRAM

Tuesday 29, October 2024	PLENARY 1	Speaker
08:00 – 09:00	Welcome & Registration/Exhibits	
09:00 – 09:45	Welcome address: CEO AICC	Christine Mwakatobe
	South African National Convention Bureau	Bjorn Hufkie
	AfSAE President	Mungai Nfi
	ICEBREAKER	Lowell Aplebaum
9:45 - 10:15 AM	Tea Break	
10:15 – 11:15	Keynote 1: Leveraging AI as a catalyst for innovation in your associations - <i>CEO and Founder of Gevme</i>	Veemal Gungadin
11:15 – 12:00	Developing a robust, lasting strategy and innovation culture for your associations - <i>CEO of Vista Cova</i>	Lowell Aplebaum
12:00 – 12:30	Q&A & interactions	
12:30 – 14:00	Lunch Break	
14:00 – 14:45	Social impact, event design, and sustainability - <i>Co-founder and CEO of Meet4Impact</i>	Genevieve Leclerc
14:45 – 15:30	VIRTUAL: AI, the future for the global associations industry <i>Chief Information and Performance Excellence Officer at ASAE</i>	Reggie J. Henry, CAE
15:30 – 16:00	Tea Break	
16:00 – 16:30	Title: TBA <i>Executive Director - Southern African Communications Industries Association (SACIA)</i>	Kevan Jones, CAE
16:30 – 17:00	Role of Associations in Environmental Protection <i>Chief Executive Officer - Uganda Fish Processors and Exporters Association (UFPEA)</i>	Dick Nyeko
17:00 – 17:20	Q&As & interactions	
17:20 – 18:20	Panel Discussion: <i>Empowering your association through advocacy and fostering collaborations</i>	Glenton De Kock, Frank Murangwa, & Jeffers Miruka
18:20 – 19:00	<i>Break</i>	
19:00 – 20:30	Welcome Reception/Dinner	

Wednesday 30, October 2024	PLENARY 2	SPEAKER
08:00 – 09:00	Welcome & Registration	
09:00 – 10:00	KwaZulu-Natal Convention Bureau	Mdu Biyela
	Uganda Convention Bureau	Mellon Tukeikiriza
	Rwanda Convention Bureau	Leonidas Gatete
10:00 – 10:30	Tea Break	
10:30 - 11:15	KEYNOTE 2: The Role of Civil Societies in Africa's Economic Prosperity <i>Ambassador and Director of International Trade and Economic Diplomacy, Ministry of Foreign Affairs and East African Cooperation</i>	Ambassador John Ulanga
11:15 – 11:45	Leveraging technology to build stronger and more connected communities. <i>CEO of Glue Up</i>	Eric Schmidt
11:45 – 12:15	Impact of key association events on national policies: ICASA Case Study <i>CEO, Society for AIDS in Africa</i>	Luc Armand H. Bodea
12:15 - 12:45	Q&A and Interactions	
12:45 – 14:00	Lunch Break	
14:00 – 14:30	Driving Business Events in Africa <i>CEO - Southern African Association for the Conference Industry (SAACI)</i>	Glenton De Kock
14:30 – 15:00	Towards Global NetZero Carbon Events <i>Executive Director - JMIC Joint Meetings Industry Council</i>	Alexander Alles
15:00 – 15:20	Q&A & interactions	
15:20 – 15:50	Tea Break	
15:50 – 16:20	Why association professionals need coaching. <i>Vice President - ICF Foundation</i>	Coura Badiane, MBA, CAE
16:20 – 16:50	VIRTUAL: Path to financial freedom for your association. <i>Chief Financial Officer, Endocrine Society</i>	Zerihun Haile-Selassie, CAE
16:50 – 17:20	Q&A & interactions	
17:20	Closing	



SUMMIT FACILITATORS:

Nicanor Sabula, Gregg Talley & Mungai Nfi

Sponsorship Packages

Sponsorship Packages for Africa Associations Summit 5 (AAS5): 29-30 October 2024						
SPONSORSHIP LEVEL	Platinum (\$20,000)	Gold (\$10,000)	Silver (\$5,000)	Bronze (\$2,500)	Badge (\$1500)	Supporter (\$500)
Number of Sponsors	1	3	4	5	10	Unlimited
Acknowledgment at opening and closing plenary sessions	✓	✓	✓	✓	✓	✓
Logo on conference website with link	✓	✓	✓	✓	✓	✓
Logo on conference lead banner	✓	✓	✓	✓	✓	✓
Display of pull-up banners at selected areas	✓	✓	✓	✓	✓	
Logo in front of delegate badges	✓	✓	✓	✓	✓	
Display/Exhibition table	✓	✓	✓	✓		
Remarks/Presentation at opening session	✓	✓	✓			
Banner on side walls of main conference room	✓	✓	✓			
Logo on summit mobile app, digital banner, and backdrop banners	✓	✓				
Supply branded material (lanyards, pens, notebooks, stickers)	✓	✓				
200-word promotional paragraph in notebooks	✓					
Summit complimentary tickets	3	2	1			

Exhibition Packages

Africa Associations Summit (AAS5): 29-30 October 2024		
Package description	Price	Includes
<p>STANDARD PACKAGE</p> 	\$1,000	<ul style="list-style-type: none"> - Standard Exhibition Space - Exhibition table with 2 or 3 chairs - Logo on conference website with link - Acknowledgment at opening and closing plenary sessions - Logo on backdrop banner - Display of pull-up banners at selected areas - 1 complimentary summit ticket
<p>BASIC PACKAGE</p> 	\$500	<ul style="list-style-type: none"> - Basic Exhibition Space - Tall Cocktail Table and stool - Roll-up banners - Logo on conference website with link - Acknowledgment at opening and closing plenary sessions

SCAN ME

