



Secretariat Report. Aug 2019 – July 2020
MCI Association Management and Consulting

Year in review:

The previous 12 months continued like all others. Following the start of the 2019 APR the secretariat continued to work on the focus to grow the membership value of both the members and the newly added Corporate members. This led to the development of the 2020 business plan which allowed IFLA-APR to create new value added activities that would be self-sustaining with the objective to drive education and overall development.

The AAPME awards followed which were another success. We operated the awards under a new platform (Judgify) which removed some of the complications we incurred in the 2019 awards. The awards continue to be a strong driver for attention by the industry.

The introduction of the Young LA Alliance late September was well received. Our subsequent task was to start engaging this new group which is slowly developing.

Our scheduled activities for 2020 have obviously been affected by COVID-19. This has led us to drive towards e-learning and have changed course in April towards a different format, which aiming to achieve the same objectives.

Operationally we have said farewell to Daniela Stecher who took over the IFLA secretariat as lead person. We are grateful for her commitment over the last 2 years. Moving forward we are changing the processes withing the team allowing a wider range of people to engage which will allow a greater elasticity of service during peak times.

We furthermore improved our accounting process which will be further enhanced with an external service provides once the formal entity has been established.

The secretariat coordinates all communications with the Exco and participates in the meetings. It provides the Zoom platform for Exco meetings and minutes them. It furthermore prepared the agenda and any related documents required.

The Secretariat has been consulting the Exco on the constitutional changes and future requirements after registration under Singapore law. It intends to oversee the registration process and maintain the requirements with the officers.

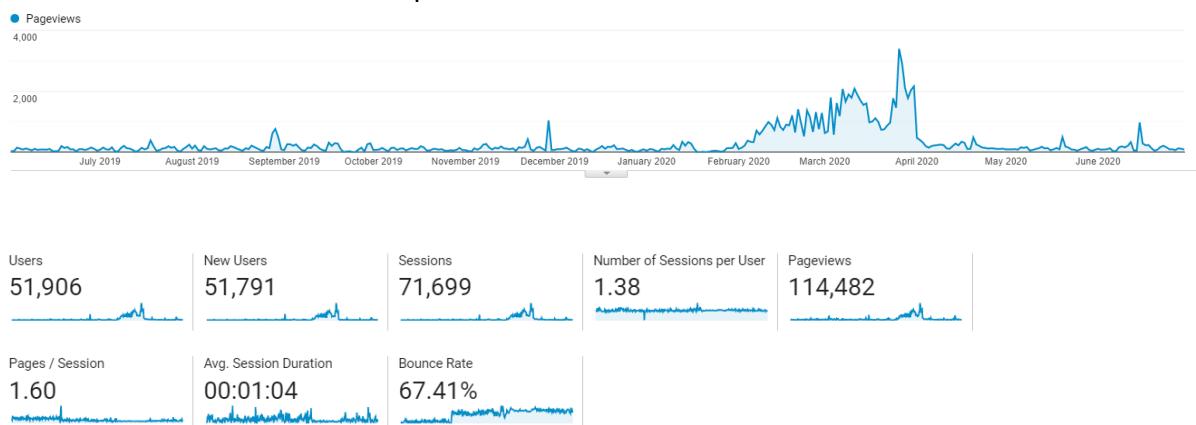
Our registration and marketing service on our own platform provided multiple benefits to the society. IFLA-APR will continue to demand any future event host to utilize our system, allowing us to have standardization in member experiences, as well as the collection of data to be used for our future. It is imperative to continue this as part of the hosting agreement for future hosts. IFLA-APR has sustained data losses in the past and this process is one step towards securing our data, providing GDPR compatibility and a unified experience for all our users of both, event and communities.

The IFLA APR community footprint is noteworthy. **Our future lies in embracing the digital world and engaging the LA community better through technology.** We have already established a good base and seeing a generic growth of just under 5%. This, considering IFLA-APR did not invest in growing the community, is the fruits of labor by IFLA-APR's activities and engagement of the years.

In the future we will have to develop into a sustainable online community where we can engage among members and also bring in the supply chain where needed. The technology is already available and we will need to work hard to find the correct model to sustain this. In order to achieve this, we will need to engage our members and suppliers alike.

Our average reach per communication is >10,000 which shows the strength of the industry.

Traffic is consistent but awards peak



The numbers show that we can generate traffic but we will have to establish better content and allow more frequent updating of articles.

We have already started to work with volunteers to curate content which are mainly posted in the newsletters and retained on the website.

Conclusion:

Covid-19 will fast track our move to a stronger digital world. The secretariat has been enabled by the Board to commence the new project which we expect to see appear in the end of 2020 and will continue into 2021.

We remain open to your comments and suggestions on how we can improve our service to our community. Please email us as lfla.Apr@mci-group.com

For MCI, Marcel Ewals, Director of Association Management