

# Overview

We are a part time secretariat with fixed hours and add-on project allocations.

## Secretariat

- Member and committee services
- Infrastructure and IT
- Basic finance recording

## Support

- Creative development of programs and activities – strategic thinking and advisory

## Project based work

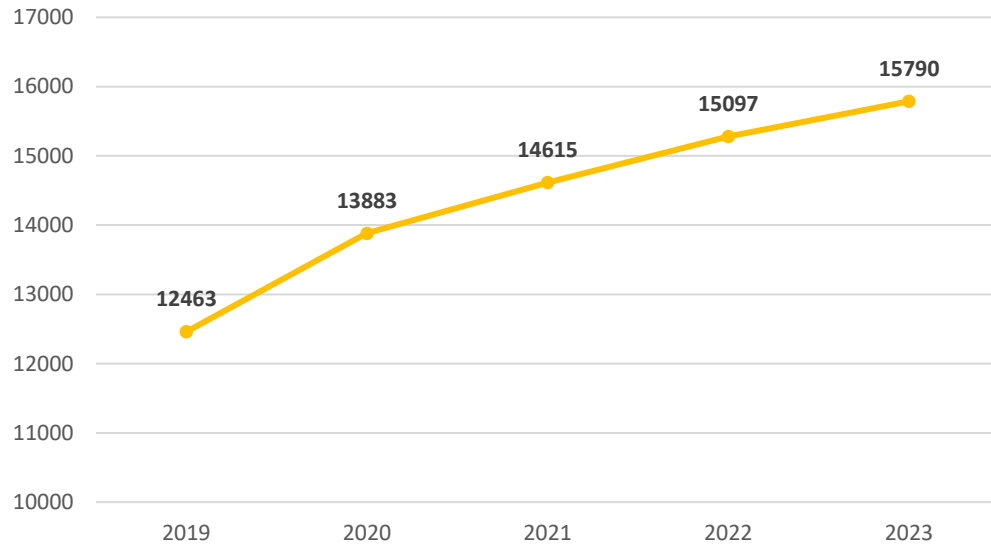
- Awards
- Events
- Webinars

## partnerships

- Creation of the IFLA Community

# Database and Reach

## Contact growth



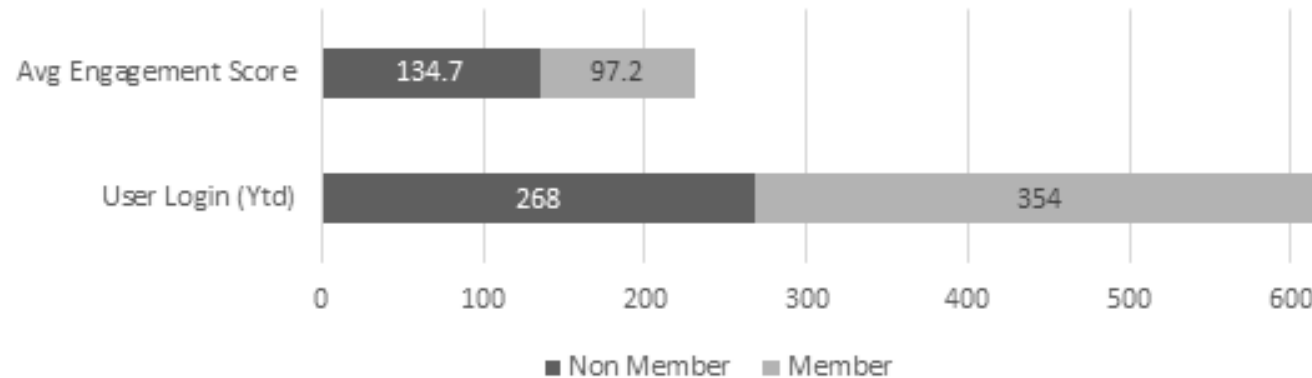
Year 2023, the number of contacts grew from 15,097 to 15,790, representing a 4.61% increase. Additionally, contacts representing their companies increased from 9,324 to 9,691, demonstrating business network expansion.

## Reach



The mail open rate also notably improved from 21% to 26%, signaling enhanced content engagement and messaging effectiveness. These positive trends reflect successful growth and engagement strategies, indicating opportunities for sustained expansion and communication improvements.

# Engagement Index



Based on GlueUp data, it is evident that members tend to log in to GlueUp more frequently than non-members. However, an interesting observation emerges when looking at the average engagement score. It indicates that non-members exhibit a higher level of engagement with the GlueUp platform, despite their less frequent logins.

Overall, User Engagement Score had a **median of 6** with an **average of 21**. This distribution implies that only a relatively small percentage of users demonstrate high engagement with the platform.

This data serves as a valuable benchmark for the engagement index, highlighting the need to elevate the average User Engagement Score as a goal.

# *Corporate membership*



In 2023, our corporate membership exhibited significant growth, increasing from **101 to 151 members**, which represents a remarkable growth of approximately **49.5%**.

Furthermore, in the year 2023, our corporate membership contributed approximately **80,506.08 SGD** to IFLA-APR, reflecting a notable revenue growth of 5.6% compared to the previous year. Notably, the corporate membership revenue for 2023 marks the most prosperous year within the past four years.





# ***Young LA Alliance***

The younger generation's free membership, known as YLAA, has stagnated at 320 members due to a lack of activity. To invigorate this membership segment, proactive efforts are necessary to stimulate its growth.





# IFLA APR AWARDS

This year, the awards will receive an upgrade with the introduction of digital award certificates and digital awards badges. These badges can be effectively utilized on various digital platforms, including social media channels, company websites, and individual profiles like LinkedIn.

Additionally, 2023's LA Award submission process has been exceptional, with an unprecedented **433 submissions**, marking the highest number received in the past four years and with a total of 374 of these submissions have been recognized for their outstanding quality and merit. For the LA Luminary Awards this year, we have received a total of 8 nominees.

Furthermore, the financial performance for the 2023 IFLA-APR LA Awards has been remarkable, as the highest revenues to date were achieved. The revenue generated for the 2023 LA Awards amounted to **SGD 211,753.20**, representing a substantial **15.3% increase** compared to the 2021 LA Awards, which yielded SGD \$183,678.56.



# *Participation by country*

Country	Count
Australia	10
China	317
Hong Kong S.A.R., China	10
Chinese Taipei	18
India	1
Indonesia	3
Japan	23
Malaysia	3
*Netherlands	5
New Zealand	2
Philippines	3
Singapore	11
South Korea	10
Thailand	11
*United States	5
Vietnam	1
<b>Grand Total</b>	<b>433</b>

# ***RECOMMENDATIONS (MOTIONS TO VOTE):***

*MCI proposes the following activities and improvements for 2024*

- Creation of a task force that will further develop/improve our corporate membership services and values. (not budget – volunteer time only)
- The updating and improvement of the IFLA website (last overhaul was 4 years ago). (proposed budget up to USD 5,000)
- The creation of a content development budget, to allow the content writers to have a monthly focus area + media management. (annual budget of 15-20,000USD)

*REFERENCE is made here to the increasing engagement numbers as reported before*



***We are MCI***



## MCI Range of services (Global)

Association  
Solutions



Branding, Content  
& Communications



Consulting  
& Advisory



Conventions,  
Congresses & Expos



Digital & Influencer  
Marketing



Experiences  
& Events



Meetings  
& Incentives



Sales &  
Sponsorship

