

AfSAE Inaugural African Association Summit (AAS1)

Associations: Unlocking Africa's Potential

MONDAY 21, OCTOBER 2019		
PLENARY		
08:30 – 09:15	Registration/ Tea/Exhibitions	
	Master of Ceremony: <i>Janet Mueni</i>	
09:25 – 09:35	Presidential Address: <i>Jeffers Miruka, President - African Society of Association Executives</i>	
09:15 – 09:25	Welcome: <i>Geoffrey Thande, Director – Business Development Services</i> Kenyatta International Convention Centre	
09:35 – 10:00	Official Opening: Hon. Najib Balala, Minister of Tourism & Wildlife	
10:00 – 10:30	KEYNOTE 1	
	Role of civil society organizations in the nation's development agenda: <i>AG Emeritus: Hon. Prof. Githu Muigai, EGH, SC</i>	
10:30 – 11:00	The Role of Healthcare associations in improving access to Care in Africa: <i>Dr. Ouma Oluga, Secretary General & CEO</i> <i>Kenya Medical Practitioners Pharmacists & Dentists' Union</i>	
11:00 – 11:30	Tea/Coffee Break & Exhibitions	
	TRACK 1: STRATEGY AND GOVERNANCE	TRACK 2: FINANCE AND ADMINISTRATION
11:30 - 12:00	The Board's duty of foresight: <i>Mr. Gregg Talley, President & CEO, Talley Management Group</i>	Recruitment & Retention: Growth & Sustainability: <i>Ms. Jacqueline Price-Osafo, CAE, Director, Membership and Development of Water Quality Association</i>
12:00 – 12:30	Africa Air Transport: Implementing the Single African Air Transport Market (SAATM), and what the African Continental Free Trade Area (ACFTA) means for travellers <i>Raphael Kuuchi - Special Envoy to Africa on Aeropolitical Affairs - IATA</i>	
12:30 – 12:45	Q&As	
12:30 – 14:00	Lunch/ Exhibitions	
	<i>TRACK 1: Strategy and Governance</i>	<i>TRACK 2: Finance and Administration</i>
14:00 – 14:30	Strategic vs. Operational Plans: Streamlining Associations Management Globally <i>Mr. Eric L. Schmidt, Co-Founder & CEO, Event Bank</i>	Learning from an Emerging MICE destination: The Case of Rwanda <i>Mr. Yves Gahonzire, Business Development Manager, Rwanda Convention Bureau</i>
14:30 – 15:00	Convention & Exhibition Bureaus: Why it matters for Africa. <i>Zenab Mohamed, Senior Executive Conventions, Abu Dhabi Convention & Exhibition Bureau</i>	Association Management Software: Affordable Integration. <i>Eric Schmidt, CEO & Co-founder, Event Bank</i>
15:00 – 15:15	DISCUSSIONS	
15:15 – 16:00	Tea/Coffee/Exhibitions	
16:00 – 16:30	KEYNOTE 2	
	Localizing the UN Sustainable Development Goals (SDGs): The role of nonprofits and associations <i>Asenath Mwithigah, Technical Director, My Leader Kenya</i>	
16:30 – 17:00	Building Strategic Change in your Association. <i>Sharon Newport, CAE, Executive Director, Door Security & Safety Foundation</i>	
17:00 – 18:00	PANEL DISCUSSION: ASSOCIATIONS 360 ^o Moderator: <i>Sharon Newport</i> Panelists: <i>Gregg Talley, Jacque Price-Osafo, Jahou S. Faal, Magda Mook, Mairura Omwenga</i>	
18:30 – 20:30	Cocktail Reception & Dinner: Radisson Blu Hotel, Upper Hill Nairobi	

TUESDAY 22, OCTOBER 2019

08:30 – 09:00	Registration/Tea/Exhibitions	
09:00 – 10:30	<i>Track 1: Strategy and Governance</i>	<i>Track 2: Finance and Administration</i>
09:00 – 09:30	Association Management Software: Affordable Integration. <i>Eric Schmidt, CEO & Co-founder, Event Bank</i>	The Path to Purpose: Why associations need financial education. <i>Juliet Odhiambo, CEO, Pesa Savvy</i>
09:30 – 10:00	Challenges and Solutions workshop <i>Facilitators: Gregg Talley, Sharon Newport, Jackie Price-Osafo</i>	
10:00 – 10:30	KEYNOTE 3 Drivers of Change: New ASAE Association Research. Relevance for African Associations. <i>Ms. Magda Mook, International Section Chair, American Society of Association Executives (ASAE) and CEO, International Coaching Federation (ICF)</i>	
10:30 – 11:00	From Strategy to Results: Turnaround at the Kenya Association of Travel Agents – A Case Study: <i>Mr. Nicanor Sabula, CEO, Kenya Association of Travel Agents (KATA)</i>	
11:00 – 11:30	Tea/Coffee/Exhibitions	
11:30 – 12:00	CLOSING KEYNOTES Africa's Hyper Growth Potential: Associations and Business Events – The ICCA Perspective <i>Esmare Steinhofel, ICCA Regional Director</i>	
12:00 – 12:30	Africa's Hyper Growth Potential: Convention Bureaus and Business Events – South Africa Perspective <i>Nonnie Kubeka, Head, Gauteng Convention and Events Bureau (GCEB)</i>	
12:30 – 13:30	PANEL DISCUSSION: MICE, Convention Bureaus, and Business Events. What's Africa's Approach? Moderator: <i>Gregg Talley</i> Panelists: <i>Esmare Steinhofel, Jacinta Nzioka, Christian Manzi, Zenab Mohamed, Johannes Muoka</i>	
13:30	LUNCH/EXHIBITIONS	