SUCCESSFUL ASSOCIATIONS IN THE FUTURE WILL:

- Have a strong mission—can you boil your mission down to a tweet?
- Recognize that nonprofit is just a designation, not a mindset
- Think beyond boundaries
- Find new collaborative partners
- Build technology platforms that reduce reliance on staff & improve member access
- Create content that positions the organization as the expert in the field
- Work towards creating a “golden handcuff”—a benefit so valuable members will always renew

Source: July 2016 Exclusive MultiBriefs, by Bob Harris

WHAT DOES THE ASSOCIATION OF THE FUTURE LOOK LIKE?

- 30% of all eLearning buyers are now large companies
- Worldwide spending on Mobile Learning has increased dramatically

30%
$8.7 BILLION
$12.2 BILLION
2015
2017

PCMA CRYSTAL BALL—FUTURE ASSOCIATION MEETINGS WILL:

- include automatically curated content based on attendees’ LinkedIn profiles
- offer pay-per-session registration rather than one high registration fee
- have an app that works for hundreds of face-to-face experiences instead of a standalone app
- be held in hotels that do mostly group business, as leisure travels migrate to Airbnb, etc.

Source: PCMA.org

WHAT DO EXECUTIVE DIRECTORS SAY THE ASSOCIATION OF THE FUTURE WILL LOOK LIKE?

- The association of the future will need to be more nimble in responding to the needs of the marketplace, which will be much broader than just core members.
- Traditional membership models will no longer be sustainable because customers will want to pick and choose what they want to pay for instead of taking an all-for-one package deal.
- Tomorrow’s societies will be “more like a network than a traditional membership model”.
- We will need to help members get better at their jobs and advance their careers, especially through education and elearning.

Source: Why Weيكا Community Exchange, Discovering the Future of Research

Case studies over the last two decades have documented that associations that employ for-profit strategies within socially oriented projects are consistently meeting their community-facing objectives, while also generating a financial platform for growth and security.

Source: Congrex.com

54% of adults believe continual skills updating will be required in their careers—an opportunity for the association of the future!

Professional and technical certificates consistently come out ahead of two- and four-year degrees in terms of perceived value in the workplace.

73% of Americans said someone with less education than they had could develop the skills and knowledge needed to do their job!

Source: Sherri Alcorn, associationforecast.com, Associations & the Future of Work