

# WHAT DOES THE ASSOCIATION OF THE FUTURE LOOK LIKE?



## 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*



## 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 travelers migrate to Airbnb, etc.

*Source: PCMA.org*



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*

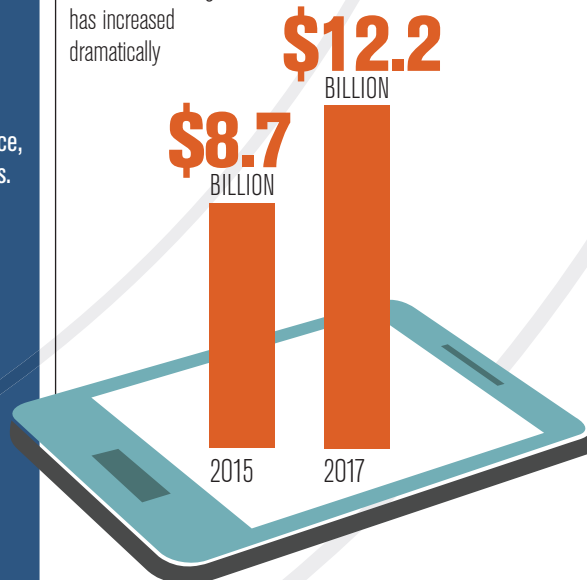
## WHAT DO EXECUTIVE DIRECTORS SAY THE ASSOCIATION OF THE FUTURE WILL LOOK LIKE?

- ★ 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: Wiley Hub Community Exchange, Discovering the Future of Research*

**30%** of all eLearning buyers are now large companies

Worldwide spending on Mobile Learning has increased dramatically



*Source: Aims Digital Learning Solutions Blog*