



**Confucius say:
A Clear Pond has no Fish
Is Transparency the Enemy of Profit?**

Luc Maene





European Society of Association Executives

Supporting association managers throughout Europe



International Fertilizer Industry Association

Trade association established in 1927

Association –



Professional ??

PCO



Professional ??

Association Conference

- Programme
- Venue
- Revenue and Cost
- Promotion and Sponsorship



PCO

- Realistic Expectations
- Past Performances
- Statistics
- Budget



Association – PCO Transparency

- Code of conduct – ethics
- Association: maximum revenue and service for its members at minimum cost
- PCO : reasonable profit from the project



Conference Organization Process

In House

- Volume
- Contacts
- Network
- Logistics and events

PCO

- Selection criteria
- Research
- Credentials
- Chemistry

Transparency

- Problems in the past
- Good Governance
- Trust
- Understanding

Changing Environment

- Communication Tools
- Travel Options
- Competition

ORGANIZING CONFERENCES FOR AN ASSOCIATION IS A PROFESSIONAL ACTIVITY REQUIRING SPECIAL SKILLS BY BOTH PARTIES, ASSOCIATIONS AS WELL AS PCOs



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