

ASSOCIATION CONFERENCES – for profit or NOT for profit?

why does your association hold a conference?

- networking, collegial mutual support
- sharing/learning new ideas
- raise money
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	For profit	Not for profit
pro	- earn more to do more - -	- accessible for more members - -
con	- hard-sell from service providers/sponsors - -	- risk of making a loss - -

what alternatives could your association offer

– to members?

- other kinds of events, eg regional or topic-based hui, un-conferences, training workshops
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– to sponsors?

- direct sponsorship options
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