



Associations Forum National Conference 2017 (#AFNC17) Events Special Interest Group Workshop

The **Events Special Interest Group (SIG)** is for associations, charities and other not-for-profit organisations. This group aims to connect those working in the events area of associations and other NFP organisations, with a view to the sharing of ideas, knowledge and visions. To be part of this group you need to be working or volunteering for an association or other NFP. We also welcome students & others interested in the association sector.

To join the **Events SIG**, go to LinkedIn (<https://www.linkedin.com/groups/13507008>) or email veronica@associations.net.au.

Workshop topic: Event Sponsorship

Workshop discussion points:

- Identifying and securing sponsors
- Trends in sponsorship offerings
- Measuring ROI
- Tips for managing sponsors
- Dealing with dissatisfied sponsors