

Developing and Delivering Technical Content

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After 15 years of Associations Forum

- 106,058 hours of training received over fifteen years
- Surveys & Summits:
 - Events
 - Boards
 - Membership
 - Technology
 - Finances and Salaries
- CEO & Chair Symposium & Associations Forum National Conferences
- Hundreds of Board Governance presentations, Constitution Reviews and Planning Days
- Thousands for pieces of advice for CEOs, Boards and others



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Facilitator's Career in Association: John Peacock

- 20's – BCom (UNSW), large corporates; Boards of professional association
- 30's – Association events manager at Chartered Accountants; EO of small association; Board of professional association and Chair of local community association
- 40's – Established Associations Forum: providing education and advice to associations
- 50's – Consolidation of Associations Forum and training of associations in Australasia and Asia



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Comments on Technical content

- Delegates want technical information – fashioned in a dynamic overall event
- Technical may be seen as dull from outsiders - and Association Event Managers may not be from the profession or industry
- In 1990, when NSW Professional Development Manager, Institute of Chartered Accountants, a technical topic was suggested:
- *"Audit of Solicitors Trust Accounts"* - would anyone attend this? Yes!
- Advantage of technical committees
- However, don't let volunteers take over the event and make financial decisions
- Event Managers need to grasp enough of the politics and personalities to ensure balance and reality



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Comments on Technical delivery

- A very few brilliant presenters can command a room on voice alone
- Most technical presentations need PPTs
- Some do PPTs better than others: try to review the PPTs in advance
- Case studies are popular
- Suppliers rarely manage to do neutral presentations
- Panels may work and change the dynamics
- Leave plenty of time for questions
- Texting or e-delivery of questions works well as they can be curated
- Maximise audience participation



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Group discussion

- What are your challenges and triumphs regarding developing and delivery of technical content for association conferences?

Thank you ☺



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