



MyNext 2016
27 October, 2016

Conference Management Track

Increasing Revenues

Jason Yeh jason.yeh@gisgroup.com

Founder & CEO, GIS Group

Chair, Taiwan Convention and Exhibition Association

Board Member, International Congress and Convention Association

Chair, ICCA Asia-Pacific Chapter



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associations today are constantly challenged

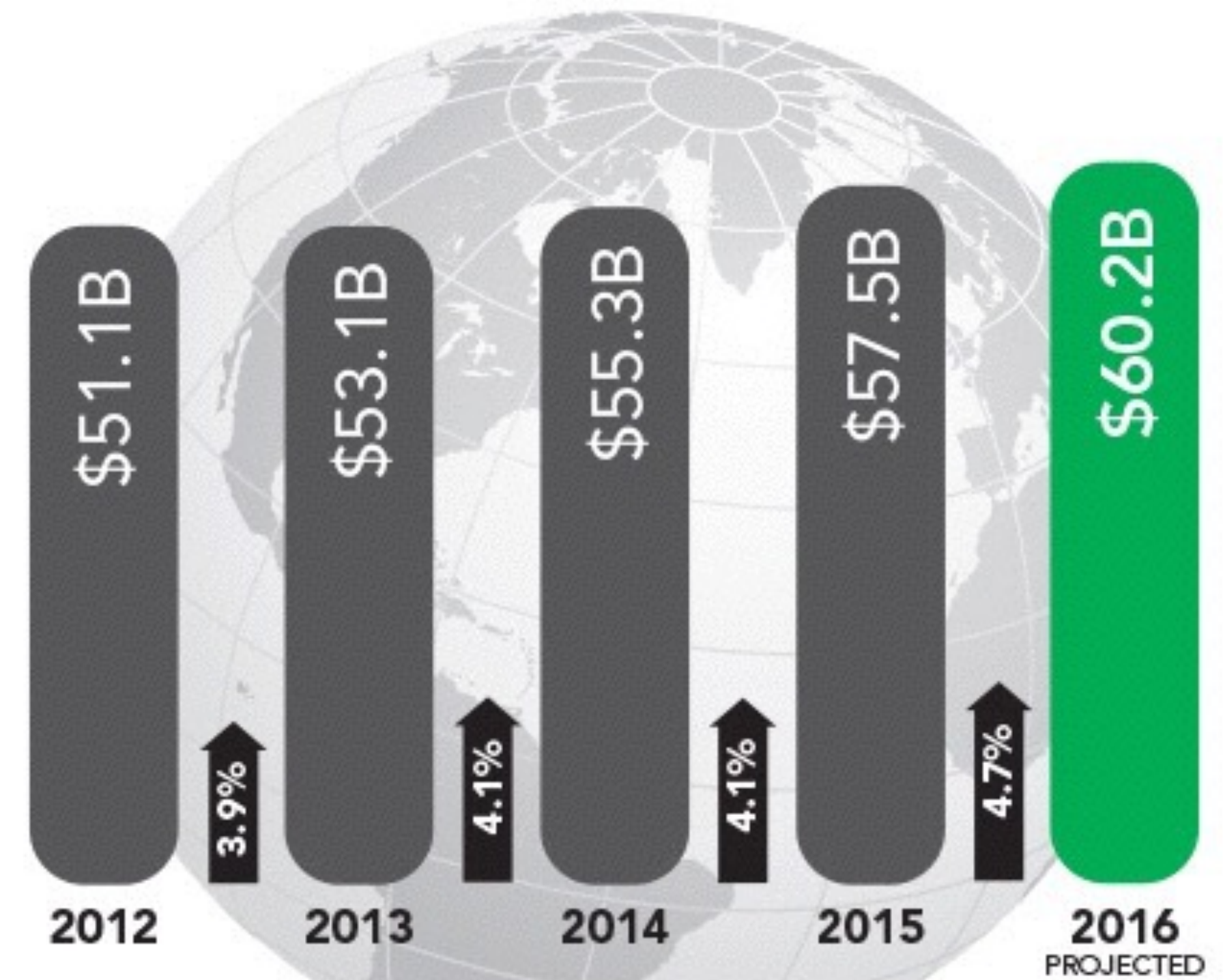
Items	Importance	Satisfaction
Advocate to influence legislation and regulations that affect my profession	91%	69%
Promote and build awareness about the value of using only qualified professionals	91%	63%
Keep me informed about developments in my profession	96%	85%
Offer quality professional development programs and resources	93%	76%
Offer opportunities to attend events and network with other professionals in my field	83%	73%
Offer professional accreditation/ certification that is recognized within the profession	78%	64%
Develop and maintain professional standards/ code of ethics	90%	74%

2015 Associations Matter Study Interim Results

by Survey Matters

fastest-growing:
sponsorship to
Asia-Pacific Region
to grow by 5.7% in 2016
totaling US\$14.8 bn

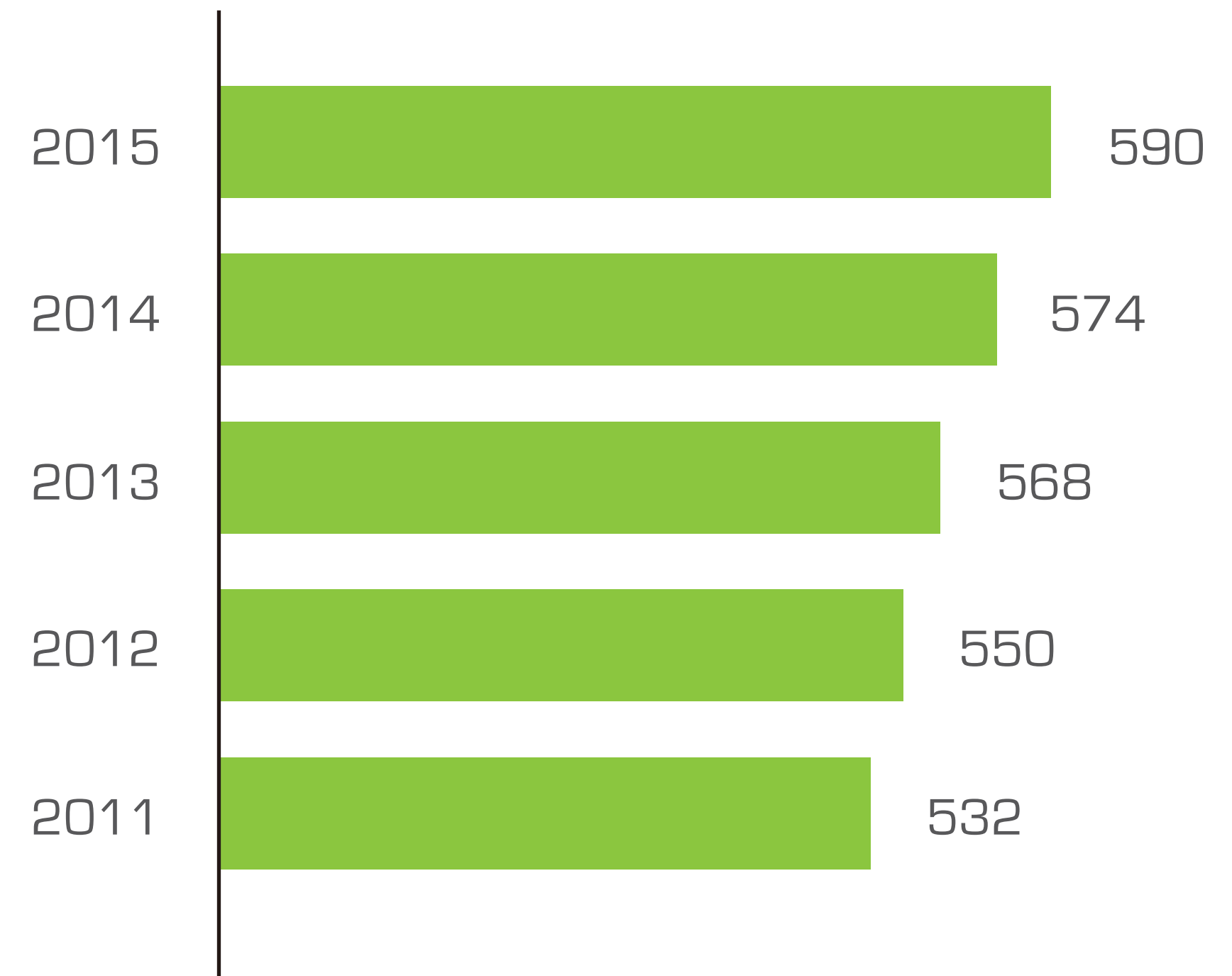
Global Sponsorship Growth



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by IEG in 2015

association spending in
2015 was **US\$ 590 mn**,
up **2.8%** from 2014



(in million US\$)

by IEG in 2015

wrong-headed:

less than 32% NPOs

treat sponsorship differently than donations

by IEG Annual Report in 2013

67% fund-raisers find difficult to
speak the same language with corporates
in terms of sponsorship

by IEG Annual Report in 2013

top-3 challenges for NPOs to raise fund

1. identify **marketable assets** to offer
2. show **ROI** for corporate partner
3. **serve** sponsors with adequate resources

by IEG Annual Report in 2013

corporates sponsor associations for

1. customer loyalty
2. change or strengthen corporate image
3. show brand's uniqueness
4. marketing to targeted audience

by IEG Annual Report in 2013

the evolution of association sponsorships

Past	Today
focus on association need/gratitude	focus on corporate business objectives
transactional, a la carte relationships	delivery of organization-wide solutions
off-the-shelf opportunities (Gold, Silver, etc.)	customized approach based on needs
price based on need	price based on value of rights and benefits
sponsor responsible for activation	association responsible for helping partners resonate with their audience
many contacts for many opportunities	dedicated team with one point-person
measurement: sponsor is accountable	measurement: meaningful, pre-determined

tips on successful sponsorship programs

1

repackage assets

replace piecemeal inventory with integrated offers

2

sell access, not signage

the value of sponsorship comes from relationship

3

offer custom packages

replace predefined packages with tailored benefits

4

provide tangible value

help enhance the member experience

tips on successful sponsorship programs

5

share content

share content with sponsors and promote their content

6

tell a story

let your audience know why a sponsor is there

7

think digitally

provide exposure through social, mobile and digital channels

8

pricing benchmarks

an objective valuation can speed up the sales process

7 secrets | growing conference sponsorship

- 1 Streamline sponsorship menu.
- 2 Go for quality over quantity.
- 3 Be the attendee.
- 4 Go beyond the logo.
- 5 Use sponsors to resolve attendee complaints!
- 6 Match sponsors to your objectives.
- 7 Use your leadership for sales.

by Betsy Bair in May 1, 2016
on MEETINGSNET



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your turn | use leadership for sales

You are the Host Committee Chair of [World Education Congress 2020](#) in [Kuala Lumpur](#). After research and planning, your team has proposed to ask [Petronas](#) to sponsor [RM 1 mn](#) for inviting a [keynote speaker](#) and related promotional activities.

The speaker is set to be [Malala Yousafzai](#).