



# Seizing Opportunity The International Future for Associations

# Snapshot Survey

## Assessing COVID Impact

Snapshot Survey: a periodic or quick look into specific respondent sentiments at a given time



### QUESTION

“How are organizations adapting practices and mindsets for 2021 and Beyond?”



### AUDIENCE

C-Suite individuals and Executive Leaders

Association, Private Sector and Not for Profits



### OPPORTUNITY

Capturing shifts in thinking and operations enables future growth and competitive advantage



### METHODOLOGY

11 Questions  
 Normally Distributed Sample  
 Nominal and Ordinal Data  
 Conducted January-February

# Snapshot Survey

Questions and top-line response trends



# Key Insights: Engagement

Critical themes and respondent reporting

1

Annual events are reported as critical member engagement tools

2

Events are most vulnerable to market risks

3

Financial consequences of event disruption has high levels of impact

4

Existent virtual infrastructure garnered higher international engagement

# Key Insights: Leadership

## Critical themes and respondent reporting

1

Respondents report divided confidence in leadership during this period

2

Divided confidence may reflect an opportunity to gain internal support

3

Or can suggest a significant shift in desired leadership traits or practices

4

Is this validated in all associations?

# Key Insights: Measurements

Critical themes and respondent reporting

1

Respondents measure success first by quantity of members

2

Mission impact is often second in outcomes measured

3

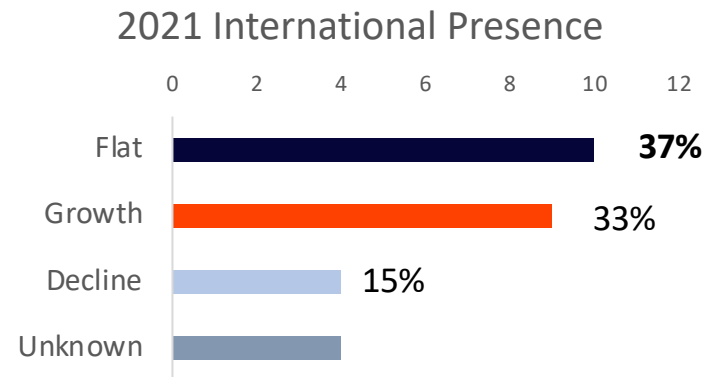
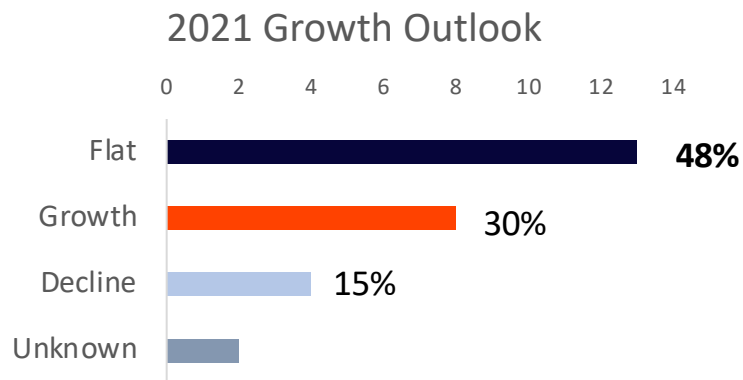
Suggesting that engagement metrics such as awareness, sentimentality, and reach may not be captured

4

Is it time for associations to measure engagement rather than membership?

# Outlook Insights

Reported future growth prospects



2021 Growth Outlook and International Presence have a correlated relationship



48% of associations report Flat growth

# Engagement Insights

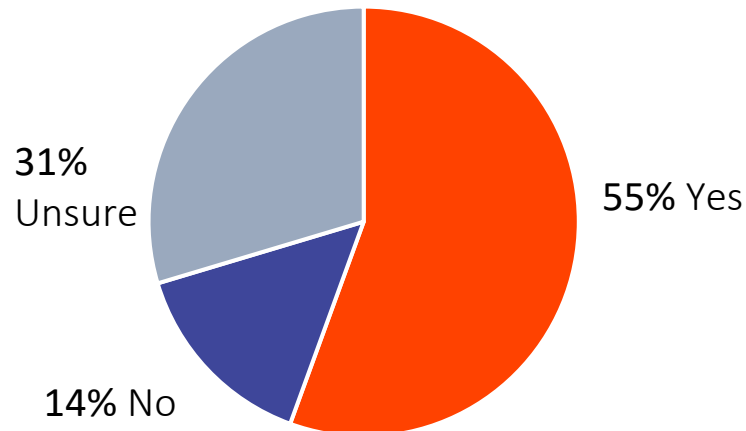
Reported future growth prospects

**55% of respondents** report an increase in international participation.

Event attendees are more diverse and connect from a more non-US locations.

Global members who reported feeling excluded from organizational operations now **“feel more connected through expansion of online services.”**

Virtual Event International Participation





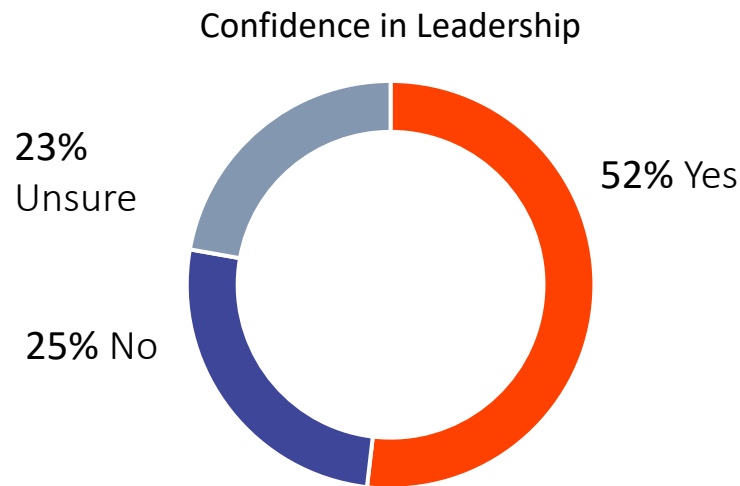
# Leadership Insights

## Reported confidence in association leadership

**52%** report confidence in leadership to make informed decisions in 2021 and beyond.

**48%** report unsure to negative feelings towards the current leader direction.

There is an opportunity to invest resources and time into leadership evaluation and support.



# Human Capital Insights

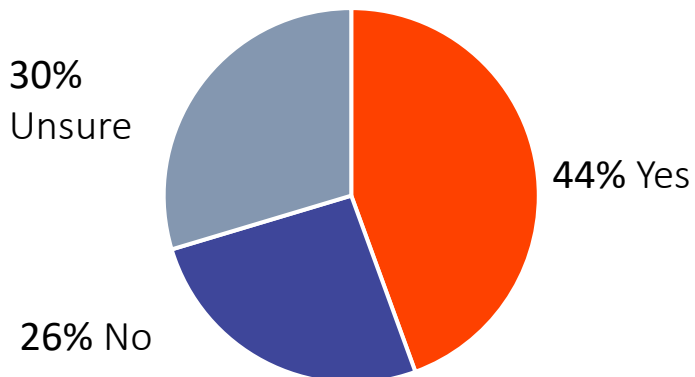
## Reported sentiments in organizational development

**44%** report consideration of expanding their workforce globally.

Signaling expansion is still top of mind for leaders.

Decentralized and global teams require intentional staff structures and tools.

With migration to virtual would you consider international workforce?



# Measurement Insights

Reported sentiments in organizational development

Respondents measure success based on increased membership and mission impact with revenue as a close third.



# Growth Challenges

Reported sentiments in organizational development

Top barriers to international growth are Financial Resource and International Know-How.

44% report two or more limiting factors.

Respondents report an “inability to find the right in-country partners”.



A photograph of a narrow street in a European city, likely Barcelona, with a string of international flags hanging across it. A black street lamp is visible on the left. The image is partially obscured by a white curved shape on the right side of the slide.

# Questions

How can confidence in leadership impact the ability to succeed when expanding internationally?

What are the challenges in establishing an international workforce?

Are associations using the right metrics to measure success in international expansion?

A perceived challenge for international expansion is a lack of financial resources. Is this perception accurate?

A blurred background image of a large crowd of people with their hands raised in the air, suggesting a celebratory or enthusiastic event. The image is overlaid with a semi-transparent orange rectangle containing the text.

# Thank you

Questions?