



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

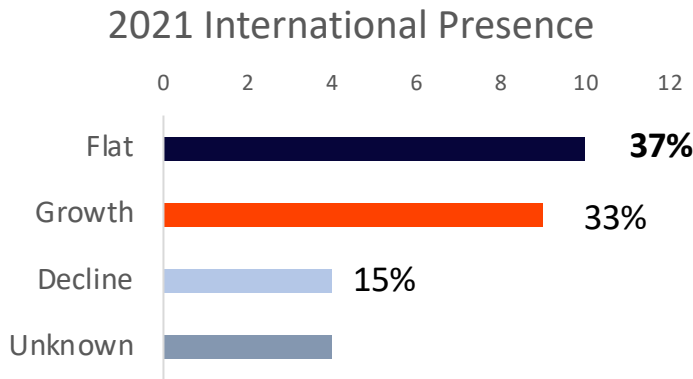
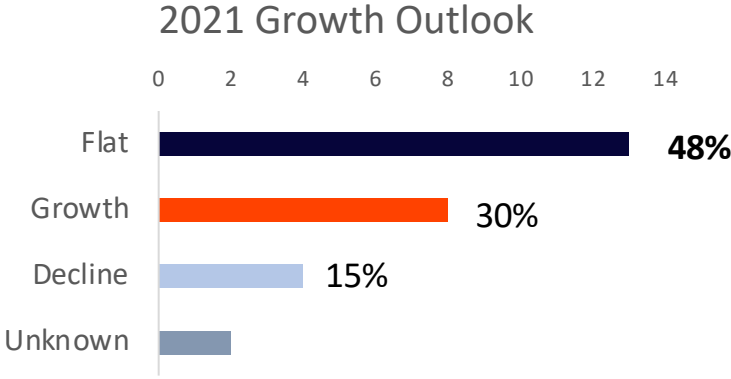
Suggesting that engagement metrics such as awareness, sentimentality, and reach may not be captured

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

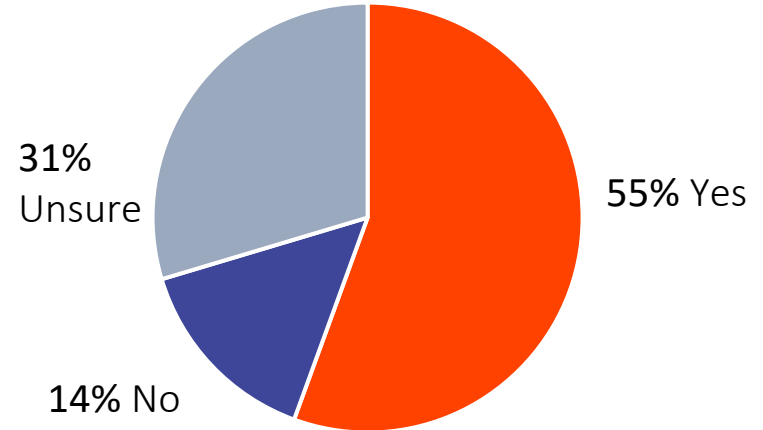
Reported future growth prospects

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



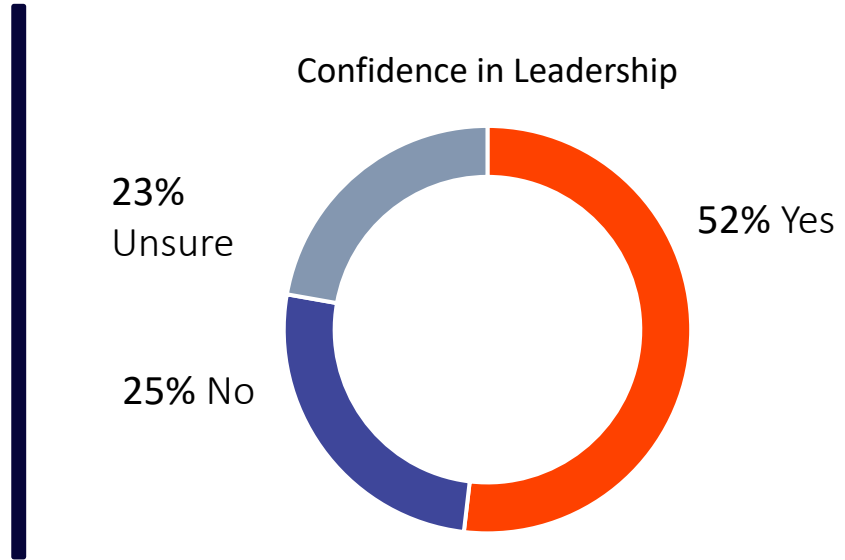
Leadership Insights

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

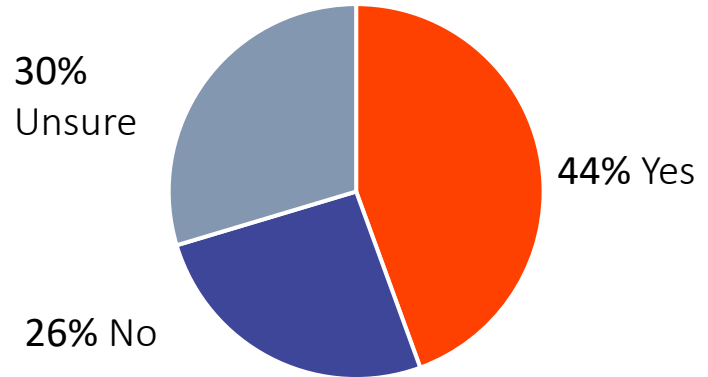
Reported sentiments in organizational development

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

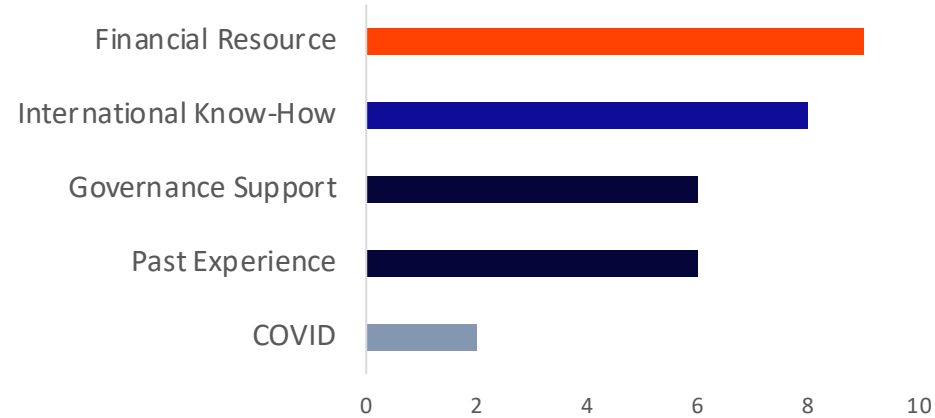
Reported sentiments in organizational development

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”**.

What is preventing your organization from expanding internationally?



A photograph of a narrow street with buildings on either side. A string of international flags is strung across the street, and a street lamp is visible on the left. The image is partially obscured by a white circular graphic on the right side.

Questions

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

What are the challenges in establishing an international workforce?

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

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

Thank you

Questions?