



Philippine Council of Associations and Association Executives

Associations Summit 7

Philippine International Convention Center (PICC) * November 27-28, 2019

Theme: “Fast to the Future”

Associations have since evolved over the years – some successfully by merely tweaking what has worked in the past and continue business as usual into the present while others fell on the wayside. The future before us however is much more different – volunteerism as we know it is on the decline due to other personal preoccupations, the shift in demographics as millennials and Gen Z’ers take over is altering organizational dynamics, ubiquitous disruptive technologies are revising business models, competition from non-traditional service providers are impinging on the traditional role of associations – all these are making it more difficult for associations that are not innovative and agile to steer away from. What are the challenges and risks that associations must confront and be prepared for in the future? How can they weather these? In short, what are the “to-do’s” to “future-proof” their organizations? These questions and more will be answered during the 7th edition of PCAAE’s Associations Summit (AS7).

For the first time, AS7 adds a new feature – the “ASAE Edu-Day”. Jointly organized by PCAAE and the Washington, D.C.-based American Society of Association Executives, this special event on Day 2 will cover topics aimed at enriching the associations’ arsenal of knowledge in meeting the challenges today and in the future.

So, come join us and let’s together go “fast to the future.”

November 27, 2019, Wednesday

DAY 1 – Morning

8:00-8:30 Registration

8:30-9:00 Opening Ceremony

- National Anthem / Invocation
- Energizing Production Number
- Welcome Remarks:
 - **Atty. Renato B. Padilla**, General Manager, PICC
 - **Mr. John H. Graham IV**, President & CEO, ASAE (via video)
- Keynote Address:
 - **Hon. Marie Venus Q. Tan**, Chief Operating Officer, Tourism Promotions Board
- PCA AE Rebrand Launch
 - **Ms. Cora D. Conde**, Chairperson, PCAAE Board of Trustees
 - **Mr. Octavio B. Peralta**, Founder & CEO, PCAAE
 - **Mr. Chris Dingcong**, Creative & Managing Director, Springtime Design Hong Kong

9:00-9:30 Opening Main Stage: *The Future of Associations*

- **Ms. Amy Hissrich** (*Confirmed*)
Vice President, Web Strategies and Communications
American Society of Association Executives
- **Ms. Maria Victoria Espano** (*Invited*)
Chairperson and Chief Executive Officer
P & A Grant Thornton

9:30-10:30 Plenary Session 1: *Association 'Pain Points' – Internal Factors*

Associations continuously face challenges within their organizations – membership development, market positioning, fundraising, board and staff talent search – among others. The panel will discuss these and provide solutions based on their experience.

Moderator: Ms. Evelyn B. Salire, Secretary General, Philippine Retailers Association

Panelists:

- Philippine Association of Professional Speakers (PAPS)
Mr. Jesse Francis N. Rebutillo, President (*Confirmed*)
- Semiconductor & Electronics Industries in the Philippines Foundation, Inc. (SEIPI)
Mr. Danilo Lachica, SEIPI President and Board Trustee (*Invited*)
- Philippine Retailers Association (PRA)
Atty. Paul A. Santos, Chairman (*Invited*)
- Philippine Association of National Advertisers (PANA)
Mr. Robert Simborio, Executive Director (*Invited*)
- Philippine Marketing Association
Ms. Mary Faith B. Abaño, CPM, President (*Invited*)

10:30-11:00

Exhibits and Networking Break

11:00-12:00 Plenary Session 2: *Association Risks – External Factors*

Associations also face external risks and threats – competition from non-traditional service providers, technologies that disrupt their business models, shift in demographics, changes in regulatory regimes – among others. The panel will deliberate on these and provide countermeasures based on their experience and expertise.

Moderator: Ms. Yaya Javier, Chairman, Global Compact Network Philippines
President & Chief Operating Officer, Avanza, Inc.

Panelists:

- People Management Association of the Philippines (PMAP)
Mr. Gerardo A. Plana, President (*Invited*)
- International Association of Business Communicators Philippines
Ms. Ritzi Ronquillo, Adviser and 2019 Philippine Chair of Gold Quill Awards, and Co-Chair, IABC Awards Committee for the Gold Quill Awards (*Confirmed*)
- Philippine Franchise Association (PFA)
Mr. Richard Sanz, President (*Invited*)
- Philippine Association of Convention and Exhibition Organizers & Suppliers (PACEOS)
Mr. Joel Pascual, President (*Invited*)
- Philippine Nurses Association (PNA)
Dr. Erlinda C. Palaganas, National President (*Invited*)

SPECIAL SESSIONS ON: FUTURE-PROOFING ASSOCIATIONS:

Moderator: Ms. Gwen Albarracin, Member, Asia Marketing Federation

1:00-1:30 Presentation 1: *Future-proofing Your Membership Development Strategy*

In the past, association membership development was built around recruitment and marketing. This strategy has now shifted to one that focuses attention on helping members create their own unique 'pathways' to achieve personal and professional goals. Be updated on what associations have done in other parts of the world.

Speaker: **Ms. Amy Hissrich** (*Confirmed*)

Vice President, Web Strategies and Communications
American Society of Association Executives

1:30-2:00 Presentation 2: *Future-proofing Your Governance System*

Having a diverse and performing Board is the aspiration of many associations. But Board recruitment and onboarding to this aim is always challenging, particularly that volunteering for Board duty is made more difficult than ever with many competing personal interests and preoccupations. Learn what associations elsewhere have done in this regard.

Speaker: *To be determined*

2:00-2:30 Presentation 3: *Future-proofing Your Revenue Sourcing*

No money, no mission. Financial resources are needed by associations to continue to exist, grow, and sustain but are not easy to find in today's competitive environment. Get insights from associations that have been successful in revenue generation.

Speaker: **Mr. Noor Ahmad Hamid** (*Confirmed*)

Regional Director (Asia Pacific)
International Congress and Convention Association (ICCA)

2:30-3:00 Presentation 3: *Future-proofing Your Technology*

Associations can no longer remain complacent in this 'age of disruption'. They need to innovate to tackle disruption, create clarity of purpose, optimize board and governance systems and structures, to accelerate and focus on sustainability into the future with the appropriate technology to manage digital disruptions.

Speaker: **Mr. Mohamed Keraine** (*Invited*)

Head of Retail Banking, ING Bank N.V. Philippines

3:00-3:15 Panel of Experts

A panel of experts on membership development, governance, revenue generation and technology will accept questions from the floor and interact with the participants.

3:45-4:15 Case Study Presentation (On Governance)

Speaker: **Mr. Noel Cabangon** (*to be invited*)

Organisasyon ng mga Pilipinong Mang-Aawit

4:15-5:15 Marketplace

3 to 4 key association suppliers will occupy a space ("stall") in the venue and present directly to the attendees and present 15-minute topics that are relevant to the AS7 theme and not just market their products. Participants will be informed when to switch to other stalls to ensure that all sponsors will have a chance to present.

- **Ms. Sheila Samonte-Pesayco**, *President and CEO, Writers Edge*
Presentation: *"Communicating Your Cause in the Age of Digital"*
- **Mr. Carlito Villanueva**, *Product Marketing Lead, ING Bank N.V. Philippines*
Presentation: *"ING Savings App"*
- **Mr. Paul Rivera**, *Chief Executive Officer, Kalibrr Technology Ventures, Inc.*
Presentation: *to be determined*

5:15-6:00	Exhibits and Networking Break
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600-9:00 'ANG SUSI' Awards 2019 & Gala Dinner

November 28, 2019, Thursday

DAY 2 – ASAE Edu-Day

8:00-8:30 Registration

Featured Speaker:

- **Ms. Amy Hissrich** (*Confirmed*)
Vice President, Web Strategies and Communications
American Society of Association Executives

8:30-10:00 *Building Better Boards / Developing Programs, Products, and Services*

10:00-10:30	Exhibits and Networking Break
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10:30-12:00 *Generating Non-dues Revenues / Effectively Working with Volunteers*

12:00-1:00	Exhibits and Networking Lunch
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1:00-2:00 PCAAE General Council of Members Meeting (PCAAE Members Only)

1:00-5:00 Optional City Tour (Speakers and guests from overseas)