### GA Association Leaders’ Workshop Program

**When:** Saturday, November 17 2012  
**Time:** 13:00 - 17:30  
**Where:** Melbourne Convention and Exhibition Centre, South Wharf Melbourne  
Room 206, Level 2

### Session One:  
**Inside Association Management – Issues, Challenges and Opportunities**

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<td>13.00</td>
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| 13:05 | **Identifying the issues, challenges and opportunities**  
Panel:  
- PRSA: Chapter and Verse – how PRSA structure supports and grows national association  
- IABC: Succession planning – working with staff and board to ensure continuity  
- ProCom: Future viability – finance, responsibility, structure and responding to change  
- CIPR: Insights into running the regions and volunteer development  
- Open Mic - invitation to association leaders to volunteer their experiences in any of the areas highlighted, with issues/challenges/opportunities they have encountered  |
| 14:15 | **Round Table** - open discussion on issues, challenges and opportunities  |
| 15:15 | **Short break**                            |
Session Two:
Inside Association Leadership - How associations can Lead and Serve

15:30  Start of second session

Panel:

Leadership:
- CIPR and the Wikipedia conundrum
- PRINZ – lobbying legislation in New Zealand
- FERPI – restoring confidence in the system
- ABERJE – bringing Brazil and its communicators to the world.

Society:
- PRServing America – Associations working for the public good
- DirCom and the changes in CSR.

Education:
- CPRS – Pathways to the Profession – Leadership in Education
- PRIA – Improving understanding – inside PRIA’s professional development program
- PRSK – developing an educational framework

16:45  Round Table - Where next? Meeting the challenge of service and leadership ahead for new and established professional associations

17:30  Wrap and close

18:30  Dinner with GA Board and GA Association Leaders

At members’ own expense
Price: AUD$55.00 - $60.00
TO BE PAID IN CASH (ATM available in the restaurant)

Meeting point: main entrance of the Convention Centre
Within walking distance

Dress: casual

World Restaurant - intercontinental restaurant
Shop 4, Building 2, Riverside Quay, Southbank
Tel. +61 3 9690 6999
www.worldrestaurantbar.com.au

RSVP to Elena Bernasconi by Thursday 8 November (elena.bernasconi@usi.ch)
GA Association Leaders’ Workshop
Attendees

Mateus Furlanetto  ABERJE
Jane Wilson        CIPR
Anne Gregory       CIPR
Karen Dalton       CPRS
Tracey Baker       CPRS
Daniel Tisch       CPRS
José Manuel Velasco DIRCOM
Sebastián Cebrián  DIRCOM
Biagio Oppi        FERPI
Chris Sorek        IABC
Annette Martell    IABC
Gregor Halff       IPRS
Jon Bisset         PRIA
Jane Dodd          PRiNZ
Simone Bell        PRiNZ
Catherine Arrow    PRiNZ
Adele Paulsen      PRiSA
Simone Louw        PRiSA
Ronel Rensburg     PRiSA
Elina Melgin       PROCOM
Gerard Francis Corbett PRSA
William Murray      PRSA
John Paluszek       PRSA
Margaret Maranga    PRSK
Magdalena Wenas    PRSI (Indonesia)
Sundaraj Suganthy  PRSI (India)

Contact persons
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