

Certificate Programme in Association Management

Ready to take your association management career to the next level!

"The case studies shared during the session were engaging and I find it relevant to my job in an association."

"I learned of the many trends practiced in associations during the sharing session. This helps to broaden my perspective of the existing associations in Singapore."

Everyday, associations create positive change throughout the world. Associations enrich our lives through volunteerism, creating standards of safety and quality, and specialised expertise and citizenship with communities around the world. They impact our future by offering the expertise and perspectives of many to predict, prepare and ensure progress. They keep us competitive by committing resources and life-long learning, professional development, mentoring and research, and they fuel the economy through industrial development, product and service innovation, and facilitating domestic and international business. - From the Power of Associations

Singapore Business Federation (SBF) and American Society of Association Executives (ASAE) developed and localised the Certificate Programme in Association Management (CPAM) to assist association executives build competencies they need to effectively manage associations. Attend all 5 modules for a full certificate, or select individual modules (earning up to 27.5 CAE hours)

Supported By:

PROGRAMME

CPAM is a 5-modular programme designed according to high standards of ASAE (The Centre for Association Leadership) and will be delivered by approved trainers who are trained and certified by ASAE University (US). This programme is supported by SPRING Singapore and IE Singapore.

WHO

ASAE represents more than 21,000 association executives and industry partners representing 10,000 organisations. These members include: Leaders of Trade associations, individual membership societies and voluntary organisation across the United States and 50 countries around the world.

PARTICIPANTS

For association executives who want to apply a more systematic approach to their work and improve the success of their associations. It is also designed for those who are new to association management or as a refresher for those with a few years of association experience.

OVERALL OBJECTIVES

- Be a key leader in Your association
- Acquire effective association governance tools to provide a framework for both Yourself and the association
- Illustrate the various roles and relationships on Your role within the association governance structure
- Examine core issues and trends within association management
- Practical and essential leadership skills in conflict management
- Reinforce Your commitment to association career
- Be a key leader in Your association
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PRICING

Programme	Target Group	Duration	Cost (per module)	Value-Add
Certificate Programme in Association Management (CPAM)	Management staff and volunteers of TACs and Business Organisations	7 hours per module (per class)	Associations: \$388.00 (incl. GST) Others: \$488.00 (incl. GST)	<ul style="list-style-type: none">▪ ASAE-certified Certification of completion of all 5 modules▪ Modular Certificate of Attendance▪ No assessment for this programme

OUTLINE OF THE 5 COURSES

2-DAY PROGRAMME 19 - 20 Apr, Thurs & Fri / 24 - 25 May, Thurs & Fri

Day 1

Module 1: Essential Practices in Association Management

1. Association Management Foundation

- Appreciate the importance of associations
- Review the roles associations play within the industry, profession, and society
- Characterize the different types of associations
- Articulate the significance of having a mission, vision, and value statement

2. Governance and Volunteer Management

- Illustrate the roles and relationships of those within the governance structure
- Describe the governance system and organizational units
- Classify the diverse patterns of volunteer involvement identified in the Decision to Volunteer
- Summarise the volunteer management process

3. Membership Value and Measurement of Success

- Describe the value of membership to the association and its members
- Identify some benefits traditionally provided within associations
- Discuss the Decision to Join and its application to association membership

Day 2

Module 2: Effectively Managing Volunteer Committees

1. Volunteer Overview: Importance to Associations

- Define the relationship between an association's governance structure and its volunteers
- Generalise the characteristics of association volunteers
- Recognise the many benefits of volunteer involvement for individuals and associations

2. Volunteer Recruitment and Retention

- Differentiate recruitment methods and their applicability to association volunteers
- Identify efforts that can be made to recruit motivated and satisfied volunteers
- Communicate opportunities as beneficial to both volunteers and the associations
- Demonstrate the relationship between motivation and retention

3. Volunteer Recognition and Rewards

- Describe the benefits of recognition for both volunteers and the association
- Discuss principles to apply when offering sincere volunteer recognition
- Differentiate informal and formal volunteer recognition
- Highlight creative ways to reward volunteers

Module 3: Membership Development | 27 Apr, Wed / 27 Jul, Fri

1. Offering Values and Purpose of Membership

- Determine the importance and purposes of an association membership
- Differentiate the two main types of associations and their role in membership
- Describe membership classifications and categories typically found in associations
- Identify member benefits and the value associated with each

2. Structuring the Membership Offering

- Summarise the challenges experienced by associations
- Describe the economic and demographic impact on membership models
- Differentiate an association's dues structure based on the benefits received
- Maintain a balance between what is and is not included within membership

3. Membership Recruitment

- Recognise the importance of membership recruitment for associations
- List important steps in the development of a membership recruitment campaign
- Describe the most commonly used recruitment methods and marketing vehicle
- Identify recruitment strategies utilised by associations

Module 4: Communication & Public Relations | 17 May, Thurs / 24 Aug, Fri

1. Maintaining a Positive Image

- Define the importance and definition of public relations in association management
- Differentiate the practice of public relations in association from other organisations
- Identify activities that share a connection with the practice of association public relations
- Describe the four-phase model used in effective association public relation campaigns

2. Communicating Your Message

- Indicate key audience specific to associations
- Differentiate various communication channels and their benefits
- Describe techniques used when working with and preparing for the media
- Identify critical elements associations should include in their crisis communication plan

3. Listening Effectively

- Describe the importance of effective listening skills in associations
- Identify common barriers that can inhibit effective listening
- Outline the steps involved during a successful listening process
- Suggest techniques that can be applied to improve effective listening

4. Preparing and Delivering Presentations

- Outline an effective presentation structure to follow during developments
- Summarise important guidelines to consider when delivering a presentation
- Identify common presenter mistakes and ways to avoid them
- Describe feelings of presentations anxiety and ways to overcome them

Module 5: Developing Your Leadership Potential | 7 Jun, Thurs / 20 Sept, Thurs

1. Leadership Characteristics & Development

- Appreciate the unique leadership role played by those within associations
- Recognise leadership as a learned behaviour
- Identify common characteristics embodied by leaders
- Characterise the differences between leadership and management

2. Team Development

- Recognise potential leadership traits in team members
- Interpret the relationship between team development and organisational performance
- Identify steps that can be taken to empower team members

3. Decision Making

- Extrapolate the importance of decision making in leadership positions
- Describe four decision making styles and their effect on team members
- Utilise various decision making approaches
- Foster a decision making environment

4. Conflict Management

- Describe the uncomfortable nature of conflict
- Identify the underlying causes of conflict
- Recognise the styles used when dealing with conflict
- Determine guideline that can be applied during conflict resolution

For more information on programme & enrollments, please contact:

Ms Nurulhuda

T: 6701 1132

E: nurulhuda@sbf.org.sg