



SPONSORSHIP PROSPECTUS

Associations Leading Change in a New World

2022 CONFERENCE

23 & 24 June
Mercure Hotel
Doncaster, Victoria

Presented by



ASSOCIATIONS LEADING CHANGE IN A NEW WORLD

The theme of the 2022 AES conference is 'Associations Leading Change in a New World'.

Over the last two years, the industry generally has been in turmoil, constantly adapting to different levels of disruption. Prior to the COVID-19 pandemic, associations relied upon a traditional business model focused on the provision of consistent services to members, including events, training, and advocacy. Association leaders were used to this traditional business model, with detailed documentation and experience keeping everything in order.

However, with the advent of the COVID-19 pandemic, many associations had to change their business model overnight – the driving force being the demands of members. Once passive members are now turning to their associations for guidance and support.

In our two-day conference, AES will bring together case studies and valuable expert advice focused on the changes that had to happen during the pandemic, as well as what the industry faces now and into the future.

ABOUT AES

Association Executive Services (AES) provides both secretariat and consulting services to Australian associations and not-for-profit organisations. Established over 12 years ago, AES has developed a strong network of clients and a highly effective suite of services.

Our vision is for all associations and not-for-profit organisations to become high performing businesses, constantly delivering quality outcomes for their members, stakeholders and clients.

We achieve this by providing leadership skills, knowledge and services that enable association leaders to achieve and maintain a sustainable, high-performing association.

We run regular events, webinars, training sessions plus provide publications and consulting services to make this happen.



EXPERT SPEAKERS

The 2022 AES Conference will play host to a variety of speakers, including senior association leaders, along with a range of other industry experts. A powerful line-up of speakers will provide valuable insights and out-of-the-box perspectives for delegates to learn from.

While our full program is still being developed, just some of the confirmed speakers are included opposite.

The keynote speaker for Day One is Sandra Parker, CEO of the Fair Work Ombudsman. Sandra will discuss work in the new world, including topics like mental health and wellbeing, the effects of COVID-19 on the workplace and employers' rights and responsibilities. Sandra will be on-hand to answer all your curly workplace employment questions.



**Sandra
Parker**

CEO, Fair Work
Ombudsman



**Peter
Daly**

CEO, Master Plumbers &
Mechanical Services
Association of Australia



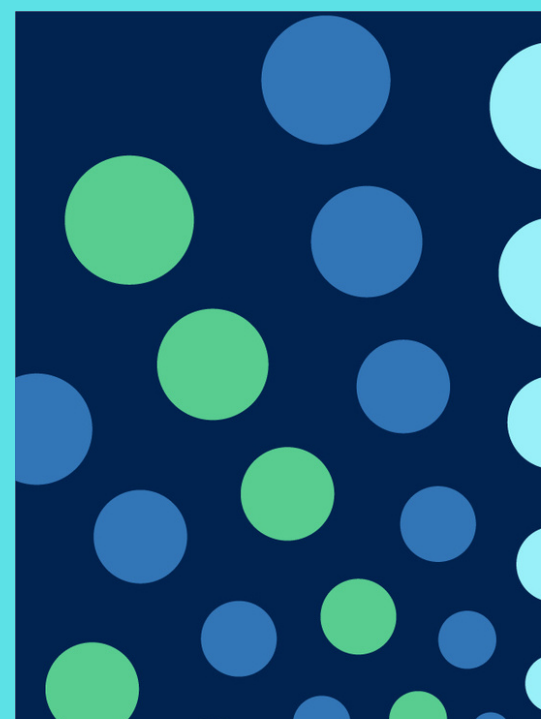
**Corey
Tutt**

CEO & Director
DeadlyScience

AN ENGAGED AUDIENCE

AES expects approximately 100 senior association leaders to attend the two-day conference.

Our events reach association leaders—the people who make the decisions and have the authority to choose, purchase and recommend your products and services.



SPONSORSHIP OPPORTUNITIES

As the 2022 AES Conference is a small, intimate event, designed specifically for senior association leaders to share their knowledge, the event will be held in one room with a limit of three Conference Sponsors.

CONFERENCE SPONSOR: THURSDAY & FRIDAY

\$8,300
+ GST

- ✓ Desk with collateral at the coffee and lunch areas
- ✓ Opportunity to be part of a panel or presentation
- ✓ Logo and banner on all EDMs
- ✓ Acknowledgement by MC throughout the event
- ✓ Two attendees for all the events

NETWORKING FUNCTION SPONSOR: THURSDAY

\$4,200
+ GST

- ✓ 5-minute presentation at Cocktail Networking Function
- ✓ Logo and banner on all collateral (program, website, and so on)
- ✓ Recognition by MC at the networking function
- ✓ One attendee for the entire conference

CONTACT AES

Feel free to ask questions!

For all enquiries, please call the AES team on 03 8393 9382 or visit associationexecutiveservices.com.au