



PARTNER WITH US IN 2021

TOGETHER, WE CAN.

*ADDRESSING YOUR OBJECTIVES AND DELIVERING VALUE
THROUGH A CUSTOMISABLE AND RESPONSIVE
PARTNERSHIP EXPERIENCE.*

ia INSTITUTE OF
ASSOCIATION
LEADERSHIP

WHO IS THE IAL?



OUR ARCHITECTURE

The Institute of Association Leadership is *the* professional network for current and future chief executives and c-suite professionals who lead within the unique environment of the membership sector. Whilst there are many association communities around the world, the IAL not only prides itself on being the only global CEO leadership network for the association profession but we are a Community Interest Company and exist explicitly to benefit and serve our members and the wider community.

The IAL is led and supported by industry leaders and experts with over 130 years combined experience and knowledge,

We intend to grow and diversify the IAL for the benefit of members and for the long-term value, impact and sustainability of our pivotal sector. A partnership with the IAL signifies your dedication to the future success of the global association sector and profession as well as the IAL itself.

OUR MISSION

Advancing excellence in association leadership through professional development and global community support.

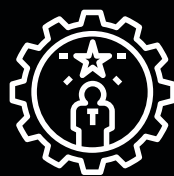
OUR VISION

Elevating association leaders to be the professionals capable of advancing society.

OUR GUIDING PRINCIPLES



COMMUNITY



PROFESSIONALISM



INCLUSIVITY



DEVELOPMENT

TRUST IN THE COLLABORATIVE

OUR PEOPLE

IAL strategy and operations are overseen by a committed Board of Directors composed of Association Leaders managing UK and global organisations. Their experience, vision and commitment are key elements for IAL success. Supporting them is the IAL Executive team led by Consort Strategy and Brewer Pratt Solutions, an accomplished team of leadership, governance and association professionals.



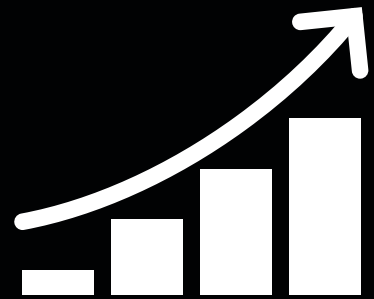
WHO ARE OUR MEMBERS?



A GROWING AND DIVERSE COMMUNITY

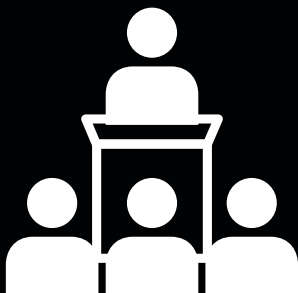
Although the IAL was originally formed as a UK membership body we have global aspirations for the newly reformed Institute. As well as the UK we have members in South Africa, Canada, Australia and the United States and through the organisations that they represent, we truly have a global reach. These individuals lead professional institutes, industry associations, learned societies and membership bodies representing a range of industries and sectors.

Since October 2020 our membership has grown by 55%



YOUR TARGET AUDIENCE...

The IAL is a community of association leaders. A partnership with us guarantees exposure to the key decision makers and budget holders that you want and need to connect with.



91% of our membership operate at c-suite, board or senior management level

SOME OF THE ORGANISATIONS OUR MEMBERS REPRESENT:



CIWM

FEDERATION OF EUROPEAN
FEDESSA
SELF STORAGE ASSOCIATIONS



Cifa
Chartered
Institute for
Archaeologists



INTERNATIONAL
ALLIANCE OF
ALS/MND
ASSOCIATIONS



IOP
Institute of Physics

CITMA The Chartered
Institute of Trade
Mark Attorneys



Supporting the hair, beauty
and barbering industries



The Association of Lighting Designers



dba design
business
association



CIPFA The Chartered Institute of
Public Finance & Accountancy



ASSOCIATION
SUPPORT

Answers for Associations



TOGETHER, WE CAN.

Partnership

OPPORTUNITIES

1

STRATEGIC PARTNER:

An all-inclusive package of both, the IAL's most marketable offerings, and opportunities to work in partnership with us to develop and influence IAL projects, services and content. Your business:

- is committed to the development of the Association/Membership sector and the professionals that lead it, and
- aspires to be a crucial part of the growth and direction of the newly reformed IAL.

2

INDUSTRY SPONSOR:

Encompasses the online presence like the Marketplace Supplier but provides further opportunities for exposure and networking, including:

- access to association decision makers (over 90% of our membership operate at c-suite, board or senior management level);
- access to IAL member events i.e. the CEO Forum and similar;
- access to additional member networking opportunities; and
- opportunities to invest in further marketing and sponsorship activities.

3

MARKETPLACE SUPPLIER:

Is an entry level partnership which provides your organisation with brand exposure via our supplier directory and promotion in IAL member communications.

OPPORTUNITIES AT A GLANCE

	SUPPLIER	SPONSOR	PARTNER
	£349	£799+	£3,499+
Individual IAL membership with access to all member-only resources	✓	✓	✓
Brand exposure via our Supplier Directory, IAL e-newsletters and social media	✓	✓	✓
Attend IAL events including the CEO Forum		✓	✓
Network with association leaders and decision makers		✓	✓
Opportunities to invest in additional marketing and sponsorship initiatives		✓	INCLUDED
Invitations to co-host events, delivering workshops, providing content for IAL members and contributing to IAL's project and service development			✓

- All prices are subject to VAT @20%
- Additional opportunities available to Industry Sponsors are subject to availability and are priced on application

TOGETHER, WE CAN.

STRATEGIC PARTNER

Addressing your objectives and delivering value through a customisable and responsive partnership experience.

OVERVIEW

An all-inclusive package of both, the IAL's most marketable offerings, and opportunities to work in partnership with us to develop and influence IAL projects, services and content.

This package is aimed at businesses that share our commitment to developing, growing and advancing the association sector and offers genuine exposure and interaction with our exclusive membership base.

TAILORED TO YOUR BUSINESS OBJECTIVES

We will begin by conducting a Partnership Needs Assessment (PNA) with your organisation. This will allow us to customise your package of services and select the level of engagement that fits your business priorities, goals and budget.

We will then create a tailored and strategic Marketing and Partnership Plan which will be executed throughout the year in accordance with your business development schedule.

INVESTMENT

A Strategic Partnership with the IAL will require a minimum of a £3,499 investment for the year-long collaboration.

We will offer all prospective partners an introductory offer for partnerships starting in 2021.



01

ASSESS

Conduct the Partnership Needs Assessment.

02

CUSTOMISE

Your Partnership Lead will build your tailored package.

03

FINALISE

Upon agreement of the package we will finalise the Marketing and Partnership Plan.

04

DELIVER VALUE

Execute the Marketing and Partnership Plan.

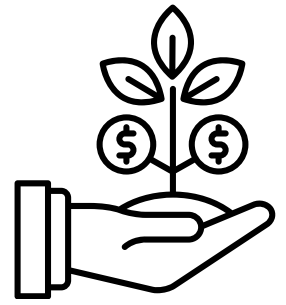
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EVALUATE

We will continue to evaluate the impact of the partnership and pivot with any changing requirements.

TOGETHER, WE CAN.

WHY INVEST IN A STRATEGIC PARTNERSHIP?



1 FUFILL BUSINESS DEVELOPMENT GOALS



Reach key decision makers and budget holders (go straight to the top and build relationships with our senior-ranking membership)



Generate new business/ improve retention of current business



Increase brand loyalty/ change or reinforce image



Gain a competitive advantage/ differentiate from your competitors

2 INCREASE YOUR ENGAGEMENT & INFLUENCE



Work in partnership with us to develop and deliver IAL membership services, projects and content.



Demonstrate thought leadership (delivered through:)

- IAL's weekly podcast: Association Transformation
- The IAL Blog
- White papers
- The IAL CEO Forum, Focus Groups and associated events



Showcase community responsibility and demonstrate your commitment to the association sector by supporting a Community Interest Company (CIC)

TOGETHER, WE CAN.

INDUSTRY SPONSOR

£799 +VAT

WHAT'S INCLUDED?

- Individual IAL membership and access to member-only resources;
- An online listing in our online supplier directory (including logo, link to your website, and brief description of services);
- Inclusion of your logo in our partners and sponsors logo gallery on the IAL home page;
- Recognition as a new/renewing IAL Industry Sponsor on IAL social media (Twitter and LinkedIn) and regular member e-newsletters (including a sponsor showcase inclusion upon joining);
- Opportunities to attend IAL events including the fortnightly CEO Forum;
- Access to members via surveys and sponsor-led focus groups or workshops (limited and at the discretion of the IAL leadership);
- x1 promotional advert in an IAL member communication;
- Opportunities to network and build relationships with association senior leaders; and
- Opportunities to invest in additional marketing and sponsorship initiatives.

MARKETPLACE SUPPLIER

£349 +VAT

WHAT'S INCLUDED?

- Individual IAL membership and access to member-only resources;
- An online listing in our online supplier directory (including logo, link to your website, and brief description of services); and
- Recognition as a new/renewing IAL Marketplace Supplier on IAL social media (Twitter and LinkedIn) and regular member e-newsletters.



INTERESTED IN NEXT STEPS?

GET IN TOUCH



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