



Falling into the 'unknown' world of associations

Lyndsey Rafferty, EICC and Julian Smith, Memcom

<https://www.linkedin.com/in/lyndseyrafferty/> <https://www.linkedin.com/in/juliansmith1973/>

The knowledge gap of the 'unknown' world of Associations events professionals is one that we haven't begun to explore.

Many of our colleagues will admit that they 'fell' into their current roles and maybe didn't even know that our multi-billion pound world-wide industry, that creates ideas that change the world, even existed. The aim of this session is to brainstorm and create ways in which we can educate the next generation of 'event pros' and indeed the wider industry about our world in a more engaging and concise way. Succession plans and retention within our industry is a must, and we cannot rely on 'falling' into roles if we are to successfully maintain and grow our own field of experts. This session will draw on the personal experiences of the presenters and their industry initiatives, and explore how the ABPCO community can energise and develop future talent.