

ESSA Vision Statement 2010-2012

In 5 years time ESSA will be the largest most powerful trade association of choice in the events and exhibition sector, representing the interests of its members by working on an equal pegging with organisers, venues and exhibitors, influencing industry and government, overseeing the setting and development of best practice, and managing the reputation of event contractors and suppliers.

2010	Key Goals: <ul style="list-style-type: none"> • SALES Investigate outsource Promote referral scheme • MEMBERSHIP STANDARDS Monitor compliance Devise strategies for communication for non compliance / non bond cover • REVIEW MEMBERSHIP STRUCTURE ID different sectors ID potential market Tailored comms depending on segment Tailor products / services to segment • OBTAIN 250 MEMBERS BY END OF 2010 	Key Goals: <ul style="list-style-type: none"> • HEALTH & SAFETY & CONSULTANCY SERVICES Develop paid for services • COMPETENCY REGISTER PHASE 1 Roll out for electricians • OPS NETWORK Investigate and launch freelance professional network 'membership' for ops professionals • LOYALTY CARD SCHEME Research and development • NEW PARTNERSHIPS Research 	Key Goals: <ul style="list-style-type: none"> • CONTINUE TO DELIVER CORE SERVICES STIPULATED IN BUSINESS PLAN Structured research to find out what is working, needed, used, and what if any gaps • ENCOURAGE USE AND ADOPTION Communications to promote the core services Record use and take up to enable review 	Key Goals: <ul style="list-style-type: none"> • COMMUNICATIONS WG Develop Use ESSA Member Campaign Drive communications to the shop floor Drive social networking • SUSTAINABILITY WG Policy and resource development • PR Continue to drive PR into multichannel outlets • INDUSTRY PROMOTION Support AEO 'FACETIME' • EXHIBITION PRESENCE Exhibiting Show, Confex, Event Show, Event UK, Showmans Show, RSVP, Square Meal • MEMBER EVENTS AGM/ G50 /Golf/Spa Day • EIA BOARD REPRESENTATION
2011	Key Goals: <ul style="list-style-type: none"> • SALES Review outsource and develop • MEMBERSHIP STANDARDS Monitor compliance & communications for non compliance • REVIEW MEMBERSHIP STRUCTURE Drive specific to different sectors Continue to tailor products / services to segment • SUB-CONTRACTING Encourage members to use members – AEO, AEV & ESSA • OBTAIN 350 MEMBERS BY END OF 2011 	Key Goals: <ul style="list-style-type: none"> • COMPETENCY REGISTER PHASE 2 Research based on industry demand • LOYALTY CARD SCHEME Implementation • ADDITIONAL MEMBERSHIP CATEGORIES Review 	Key Goals: <ul style="list-style-type: none"> • CONTINUE TO DELIVER CORE SERVICES STIPULATED IN BUSINESS PLAN Structured research to find out what is working, needed, used, and what if any gaps • ENCOURAGE USE AND ADOPTION Communications to promote the core services Record use and take up to enable review 	Key Goals: <ul style="list-style-type: none"> • COMMUNICATIONS WG Continue to develop • PR Push more PR to wider 'event based' channels • INDUSTRY PROMOTION Push ESSA member to use 'FACETIME' • GOVERNMENT LOBBYING Develop Strategy • INTERNATIONAL ISSUES – REACTIVE Develop Strategy • EXHIBITION PRESENCE - REVIEW • REVIEW MEMBER EVENTS Develop ESSA Summer Event • RESEARCH -REVIEW
2012	Key Goals: <ul style="list-style-type: none"> • MAINTAIN MEMBERSHIP STANDARDS Monitor compliance • SUB-CONTRACTING More forcibly encourage members to use members – AEO, AEV & ESSA • SALES STRATEGY REVIEW • OBTAIN 450 MEMBERS BY END OF 2012 	Key Goals: <ul style="list-style-type: none"> • COMPETENCY REGISTER PHASE 3 Research based on industry demand • DEVELOP INDIVIDUAL MEMBERSHIPS eg. Professional Network / Individual memberships 	Key Goals: <ul style="list-style-type: none"> • CONTINUE TO DELIVER CORE SERVICES STIPULATED IN BUSINESS PLAN Structured research to find out what is working, needed, used, and what if any gaps • ENCOURAGE USE AND ADOPTION Communications to promote the core services Record use and take up to enable review 	Key Goals: <ul style="list-style-type: none"> • PR Promote ESSA members as the only choice • GOVERNMENT LOBBYING Implement Strategy • INTERNATIONAL ISSUES – REACTIVE Implement Strategy • EXHIBITION PRESENCE - REVIEW
	<p style="text-align: center;">Ongoing Membership Revenue Improving Retention</p>	<p style="text-align: center;">More Chargeable Services Other Revenue Streams</p>	<p style="text-align: center;">Core Services</p>	<p style="text-align: center;">Strategic Support and Representation, Government, Stakeholders, Events, Working Groups</p>