

Press Release



Barcelona Convention Bureau and ASSOCIATIONWORLD signing Global Partnership

Barcelona/Brussels – 10th September 2018 - Barcelona Convention Bureau (BCB) and ASSOCIATIONWORLD have signed a global partnership agreement designed to promote and enhance the level of professional education for association professionals and international non-profit organizations. With this partnership, the Barcelona Convention Bureau partnership supports the ASSOCIATIONWORLD Innovation pillar and its 10 workshops of the 2018 season.

Initiated by Kai Troll, association friends and governed by an international board of directors as a non-profit organization, ASSOCIATIONWORLD aims to create excellence in association business management and deliver premium but affordable and accessible education for associations and non-profit professionals. Through its four pillars – AssociationInnovation, AssociationPartners, AssociationLeaders and Association360 – ASSOCIATIONWORLD takes a holistic approach toward the development of associations and the facilitation of solutions to common issues related to non-profit and association business components.

Themed ‘Leadership – Leading at a Higher Level’ and facilitated by International leadership coach and educator Susan West, will be the first of several workshop topics, starting on 26th Oct in Brussels and on the 29th Oct in Geneva, with 2 out of ten experiential learning workshops covering different business related topics in remaining 2018.

Kai Troll said: *“We are delighted about the partnership with the Barcelona Convention Bureau (BCB) team as they demonstrated as much of a vision and a similar opportunistic mind-set. The BCB team understood very quickly what we are trying to create. In previous focus groups discussions held in Brussels and Geneva, we learned even more about the needs of associations, the lack of knowledge and skills, potential solutions, the topics that association professionals are interested in, how much can be spend on it, how much time they can afford taking out of their busy working agendas, and how it should be facilitated. The workshops include hands-on, tangible and impactful experiential learning experiences, facilitated by a multi-cultural, globally experienced faculty of experts. In small and effective groups of 20 to 40 participants, they will focus on maximizing the learning outcomes for each participant and are applicable when delegates go back to their organizations. Besides content, the workshops focus on creating lasting experiences. According to our vision ‘accessible’ and ‘affordable’, the workshops are organized in the locations that host most international and European associations and non-profits, to a price that is way below any fees that one would usually have to spend for this type of professional education. Without the partnership with the BCB, the participation fees would obviously have to be much higher”.*

Christoph Tessmar, Director of the Barcelona Convention Bureau, added: *“Barcelona is a leading destination that brings large numbers of associations and international organizations to our city. As a city we benefit from it and we want to give something back. Whether they are small, medium or large size associations, we understand their needs very well. Therefore we align with the ASSOCIATIONWORLD mission to help build capacities that develop organizations and association professionals. What ASSOCIATIONWORLD offers is unique and we see the benefit to support learning and engagement in smaller groups, high-level education to an affordable price. The workshops are not hosted buyer events and therefore the delegates can purely focus on what they come for – high level education – without the need to meet suppliers”.*

More information on upcoming workshops:

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