



UIA Associations ROUND TABLE Asia-Pacific 2023

11-13 October 2023, Seoul





About the UIA

“... to serve as a centre for documentation, study, service, and the promotion of closer relations between international associations.”

The Union of International Associations (UIA) is a non-profit, independent research institute documenting the current and historical work of international nongovernmental organizations (INGOs) and intergovernmental organizations (IGOs) and promoting the public awareness of their activities.

Since its foundation, the UIA has focused on recording the nature and evolution of international civil society. The UIA's focus today is on promoting the internationality of these organizations and in representing the collective views of international bodies.

The UIA collects, hosts and provides up-to-date, reliable information on global civil society, and maintains the most comprehensive source of information on international associations, their activities and concerns, and their meetings activities.

The UIA has existed since 1907 when it was founded by two Belgians, Henri La Fontaine and Paul Otlet. La Fontaine was an international lawyer, professor of international law, and a member of the Belgian Senate for 36 years. He was a socialist, a renowned bibliographer, and a devoted internationalist. In 1913 he was awarded the Nobel Peace Prize for his work as "the effective leader of the peace movement in Europe". He and his sister Léonie La Fontaine were also early advocates for women's rights and suffrage, founding the Belgian League for the Rights of Women in 1890.

Otlet was a lawyer, bibliographer, political activist, and a Utopian with an internationalist agenda. His seminal work in documentation included the creation of the Universal Decimal Classification system. Otlet envisioned an international Network for Universal Documentation: a machine which would allow users to search, read and write to a database stored on millions of index cards, and which could be accessed from great distances. The idea of networked documents was so novel that no one had a word to describe these relationships until Otlet invented one: links. Today, Otlet is considered one of the fathers of information science.

The UIA has Consultative Relations with UNESCO, UN/ECOSOC, and ILO. It collaborates with the Council of Europe and the European Commission. A special ECOSOC resolution of 1950 establishes cooperation between the United Nations and the UIA for the preparation of the Yearbook of International Organizations. The UIA is in regular contact with some 43,000 active international non-governmental organizations documented in the Yearbook.



Message from the Secretary-General

We welcome you to the 10th UIA Associations Round Table Asia-Pacific – and to the first UIA Associations Round Table Asia-Pacific after the pandemic.

For over a century the Union of International Associations (UIA) has been working to promote and document the work of international associations. Since 2007, the annual UIA Associations Round Tables have given associations an opportunity to learn through networking and through practice.

As an independent research institute, the UIA can bring together people one wouldn't meet anywhere else. Many of the invitees will never be found on any other list: finding and documenting associations is, after all, the UIA's expertise. I am confident, you will benefit greatly from the opportunity to exchange ideas, and to engage in active discussions with the speakers and each other.

The participants and speakers are people involved in running associations – of all sorts. The diversity of international associations at any given UIA Round Table is remarkable, yet each UIA Round Table confirms that we have more in common than our associations' names might indicate. We share challenges and questions and concerns, exchanging ideas and engaging in active discussions with the speakers and each other. And this year, additionally, we share the experience of being in a pulsating, innovative city – Seoul.

For two days, the city of Seoul will welcome representatives from international associations – professional societies, service organizations, interest groups, charities – to share their experiences in meeting challenges in event design, finding partners for achieving goals, digital marketing strategies, collaboration and networking, UN relations and promoting diversity, equality and inclusion.

We at the UIA look forward to meeting you all, to the presentations by those with experience in association work and to the thought-provoking discussions they will introduce, and to the opportunities to network with our colleagues from other associations and other countries.

At the UIA we consider a Round Table a success if you go home with new ideas, with increased motivation, and with names of people with whom you want to stay in touch.

The 10th UIA Associations Round Table Asia-Pacific 2023 is possible thanks to the generous support of our host Seoul Tourism Organization (STO). We thank them.

Jacques de Mévius

Secretary-General

Union of International Associations (UIA)



UIA's Purpose

The UIA's aims as stated in its statutes are to:

- Facilitate the evolution of the world-wide network of non-profit organizations.
- Promote understanding of how such bodies represent valid interests in every field of human activity – scientific, religious, artistic, educational, trade, labour.
- Collect and disseminate information on these bodies and their interrelationships.
- Present such information in experimental ways, as a catalyst for the emergence of innovative bodies.
- Promote research on the legal, administrative and other problems common to these bodies.

The UIA seeks to achieve these goals primarily in three ways:

1. By documenting global civil society activity.

The UIA's associations database – the basis of the Yearbook of International Organizations both online and in print – attempts to cover all “international organizations”, according to a broad range of criteria. It therefore includes many bodies that may be perceived as not being fully international, or as not being organizations as such, or as not being of sufficient significance to merit inclusion. Such bodies are nevertheless included, so as to enable users to make their own evaluation in the light of their own criteria.

In preparing and updating the organization profiles, the UIA gives priority to information received from the organizations themselves, then checks this information against other sources (periodicals, official documents, media, etc.) to present a reliable picture of a dynamic situation. The information presented by the UIA is structured, comprehensive and concise. A standard framework makes comparison possible.

2. By publishing research reports

The UIA's associations database – the basis of the Yearbook of International Organizations both online and in print – is continuously updated and includes descriptions of some 73,000 international organizations – NGOs and IGOs – active in all fields of human endeavour, in all corners of the world, and throughout centuries of history.

Its meetings database – the basis of the International Congress Calendar both online and in print – currently includes 550,000 international meetings of these bodies, from 1850 to far into the future.

The organization profiles and meetings profiles are complemented by bibliographies, biographies, statistical reports, and descriptions of problems perceived and strategies adopted by international associations as well as the values and approaches that animate them. Over 500,000 hyperlinks facilitate navigation through this data.

The UIA also produces customized reports on demand for a variety of governmental, non-governmental, and commercial bodies.



3. By providing training and networking opportunities for international association staff

Since 2007 the UIA hosts annual Associations Round Tables, bringing together representatives of international associations to learn practical skills and share experience. In 2023 the 10th Round Table Asia-Pacific is in Seoul, Korea on 11 & 12 October). On 24 November 2023 the 17th Round Table Brussels will be held in the Marriott Grand Place. For more information, visit roundtable.uia.org.

Contacting the UIA

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Wednesday 11 October 2023

All times are shown in Korean Standard Time (KST).

8.30 – 12.30	Optional pre-tour for delegates – see the page “Extras” for more information 8.10 - Meet in the Lobby of the Lotte Hotel (Bus departure at 8.30)
10.00 – 14.00	Registration
11.00 – 12.30	UIA databases – training session for UIA Associate Members and industry delegates
12.30 – 14.00	Lunch for all delegates, hosted by STO, at the Lotte Hotel
14.00 – 15.30	Round Table session 1: Opening ceremony Opening keynote by Cyril Ritchie <i>“War, Peace, Politics, Associations – Chapter 2”</i> followed by panel discussion with all speakers and group discussions
15.30 – 16.00	Coffee break
16.00 – 17.30	Round Table session 2: Case studies and discussion groups Hemant Batra <i>“Promoting Diversity, Equity, and Inclusion (DEI) as a Catalyst of Socio-Economic Transformation: Its Impact on your Workplace”</i> Paula Rowntree <i>“Event Design trends – creating events for economic, environmental and social sustainability, post pandemic”</i> Ryan Brubaker <i>“Achieving goals, finding partners: UIA’s Global Civil Society Database”</i>
17.30 – 18.00	Coffee break with group photograph
18.00 – 21.00	Welcome dinner for all delegates, hosted by STO, at the Lotte Hotel



Thursday 12 October 2023

All times are shown in Korean Standard Time (KST).

9.00 – 10.30

Round Table session 3:

Case studies and discussion groups

Olena Lima

“From Traditional to Digital: Transforming Association Marketing Strategies for the Modern Age”

Cyril Ritchie

“The relations between the United Nations and Associations/NGOs: Why? How? What? What future?”

Angela Shelton

“Unleashing the Power of Purposeful Collaboration and Networking in Associations”

10.30 – 10.50

Coffee break

10.50 – 11.20

Round Table session 4:

Panel discussion with all speakers

11.20 – 11.30

Coffee break



Thursday 12 October 2023

All times are shown in Korean Standard Time (KST).

11.30 – 12.00

Seoul Tourism Symposium for Global Competitiveness 2023 – Beyond Tourism: Opportunities and Innovation Opening Ceremony

Participation in the symposium is free of charge for UIA Associations Round Table delegates and will provide industry insights on AI and K-contents embracing DEI and UN-SDGs principles. Dinner is complimentary for Round Table delegates.

12.00 – 13.30

Lunch for all delegates, hosted by STO, at the Lotte Hotel

13.30 – 14.55

Presentation:

“The Future of Sustainable Tourism transformed by AI”

Speaker: Celine Wickerhoff, Director of Business Development, APAC, Expedia

Panel discussion

Moderator: Dae-Kwan Kim, Professor, Kyung Hee University

Speaker: Celine Wickerhoff, Director of Business Development, APAC, Expedia

Panelist 1: Hee-Sik Yoon, Microsoft Director

Panelist 2: Sang-Won Park, Professor, Kyung Hee University

Panelist 3: Angela Shelton, CEO, Answers for Associations

14.55 – 15.20

Coffee break

15.20 – 16.40

Presentation:

“The Influence of K-Contents and Collaboration with Seoul Tourism”

Speaker: Carolyn NOH, Content Media Industry Analyst

Panel discussion

Moderator: Kye-sung Ko, President, The Tourism Sciences Society of Korea

Speaker: Carolyn NOH, Content Media Industry Analyst

Panelist 1: In-Sik Kang, CEO, StoryTiger

Panelist 2: Yun-Kyung Lee, Korea Culture & Tourism Institute Director of Content Research Bureau

Panelist 3: Paula Rowntree, Founder, Business Events Network

16.40 – 17.00

Closing

17.00 – 20.00

Farewell dinner for all delegates, hosted by STO, at the Lotte Hotel



Friday 13 October 2023

All times are shown in Korean Standard Time (KST).

2 Optional Post-Tours for delegates

10.20 – 17.40 (Tour 1 – Sustainability Tour)

10.00 - Meet in the Lobby of the Lotte Hotel (Bus departure at 10.20)

- 10:20~10:40 Hotel → Ikseon-dong Hanok Village
- 10:40~12:00 Ikseon-dong Hanok Village Tour
- 12:00~12:50 Go to Grandpa Factory Cafe
- 12:50~14:40 Enjoy Lunch and take a look inside
- 14:40~15:10 Go on Theatre des Lumieres
- 15:10~17:00 Theatre des Lumieres
- 17:00~17:40 Return to hotel

8.30 – 17.10 (Tour 2 – Eco Tour)

8.10 - Meet in the Lobby of the Lotte Hotel (Bus departure at 8.30)

- 08:30~09:30 Hotel → Bukhansan Mountain National Park
- 09:00~12:00 Arrive at Seoul Hiking Tourism Center & Embark on tracking course tour
- 12:00~13:00 Enjoy lunch
- 13:00~13:30 Visit Gyeongdong Market
- 13:30~14:30 Visit Starbucks in Gyeongdong Market
- 14:30~16:30 Visit Seoul K Medi Center
- 16:30~17:10 Return to hotel



Presenters

Cyril Ritchie

President of UIA



"War, Peace, Politics, Associations – Chapter 2"

The UIA President writes: "After I spoke on this topic at the 2022 UIA Associations Round Table Europe in Rotterdam, I received so many (mostly!) positive comments and compliments that I feel compelled to pursue the subject at the 2023 Round Tables. Thus, the Keynote of 2022 becomes Chapter 1, and of 2023: Chapter 2.

I shall hope to again stimulate reactions and engaged discussion."

"The relations between the United Nations and Associations/NGOs: Why? How? What? What future ?"

The United Nations Charter adopted in 1945 re-labelled Associations as Non-Governmental Organizations (NGOs) for purposes of creating an ongoing relationship. Thousands of NGOs now have a Consultative or similar status with many of the 50 entities that make up the United Nations System. The Workshop will explain the history, usages, potentialities, benefits, complications and possible future(s).

Whether your Association has a UN status or not, you will find it to be more rewarding and more baffling than imagined!

Biography

- Union of International Associations: President since 2017 - Bruxelles
- Conference of Non-Governmental Organizations in Consultative Relationship with the United Nations (CoNGO): President 2011-2018; First Vice President 2018-2025 - Geneva, New York, Vienna
- Council of Europe Expert Council on NGO Law: President 2008- 2018; Honorary President from 2018 - Strasbourg
- World Future Council: Senior Policy Advisor since 2012 - Hamburg
- International Baby Food Action Network/GIFA: Vice President since 2020 - Geneva
- Titular of the World Order of the Smile (since 1979) – Government of Poland
- International Civil Society Forum for Democracy (ICSFD, 2006): President - Doha
- World Civil Society Conference (WOCSOC, 1999): President - Montreal
- International Council of Voluntary Agencies: Executive Director 1964-1978 and 1990-1991 - Geneva



Angela Shelton

Chief Executive Officer, Answers for Associations

"Unleashing the Power of Purposeful Collaboration and Networking in Associations"

Discover the art of purposeful collaboration and networking, harnessing the potential to ignite personal and professional growth, forge authentic connections, and drive impactful change within an organization.

This session will provide invaluable insights and strategies to elevate your Association's activities. Don't miss this exceptional opportunity to tap into the true power of purposeful collaboration and networking.

Biography

A dynamic leader bringing people and resources together to support Association Professionals in finding their community. She empowers professionals to thrive through innovative events and learning opportunities, and co-hosts the Association Hub podcast, offering valuable insights and discussions.

Answers for Associations is an online community that fosters collaboration and meaningful discussions among Association Professionals, enabling them to drive impactful change within their organisations through events and connections to solution providers.

Her expertise shines through as a storyteller on the Association Hub Podcast and with a flair for curating highly engaging delegate-driven Leadership events, she passionately advocates for the transformative power of collaboration, fostering meaningful connections through online community building and purposeful networking.





Hemant Batra

Corporate Lawyer & Public Policy Advocate
Sr Legal Consultant & Lead - New Ventures & Growth
(Shardul Amarchand Managaldas)
Vice President, SAARCLAW (SAARC Regional Apex Body)
Special TV Host - Sansad TV (Parliament of India)



"Promoting Diversity, Equity, and Inclusion (DEI) as a Catalyst of Socio-Economic Transformation: Its Impact on your Workplace"

By promoting DEI as a catalyst, or driving force, of socio-economic transformation, organizations can positively impact their workplaces. These three concepts, namely, diversity, equity and inclusion together denote intrinsically linked values and organizational agendas which pursue the advancement of fair conduct and treatment with the full involvement of all people and stakeholders. Embracing DEI can lead to various benefits for both the individuals and the organization. These benefits may include improved employee morale, increased innovation and creativity, enhanced problem-solving capabilities, better decision-making processes, and ultimately, greater business success and social impact.

The workshop will highlight the importance of recognizing and leveraging the power of diversity, equity, and inclusion in the workplace as a means to drive positive change, not only within the organization but also in broader socio-economic contexts.





Biography

Hemant is a globally reputed corporate, commercial, and public policy lawyer and counsel with over 30 years of experience. He is also a mediator, arbitrator, author, writer, and speaker.

He joined the legal profession in 1991 and later founded a popular global alliance of law firms in Australia, India, Philippines, Singapore, UAE, and UK. Currently, he works closely with Shardul S Shroff and Pallavi S Shroff, the founders of Shardul Amarchand Mangaldas (SAM), India's leading full-service law firm. He consults on new ventures and growth at SAM.

He is the elected vice-president of SAARCLAW (South Asian Association for Regional Cooperation in Law), a regional apex body of SAARC established in 1990, and was the longest-serving Secretary General of SAARCLAW i.e. almost 10 years in the past. SAARC is an inter-governmental diplomatic body of 8 South Asian nations. He had been associated with various projects of UNDP, UNAIDS, UNESCAP, and ADB. His profile is independently covered by Wikipedia, the largest and most popular multilingual online encyclopedia and reference work.

He was awarded the prestigious Mahatma Gandhi Seva Medal by the Gandhi Global Foundation for effectively connecting legal communities of the SAARC nations.

He is a distinguished published author with seven diverse books to his credit. His two latest books 'Due Diligence: In Business & Asset Acquisition' and 'Mediation: Legitimacy & Practice' have been published by a leading law publisher, Eastern Book Company. He wrote his first book in 2004 titled SAARC – The Text Book.

He is a visiting guest speaker at various international universities and institutions. Until 2020, he has spoken as a speaker at more than 175 international conferences, seminars, & workshops and 200 domestic events on varied topics of commercial importance. He has travelled extensively around the world including Australia, Austria, Bhutan, Czech Republic, Germany, Holland, Hungary, Indonesia, Kuwait, Mauritius, Maldives, Nepal, Pakistan, Philippines, Russia, South Korea, Sri Lanka, Thailand, UAE, UK, US, Vietnam and more.



Olena Lima

Founder and Principal Consultant, Member Boat

"From Traditional to Digital: Transforming Association Marketing Strategies for the Modern Age"

Is your association member-centric? Perhaps you're immediately thinking, "Certainly!", but is member-centricity really as simple as it sounds? Customer experience trends and tools are continually evolving globally as customer demands increase, and technology development offers organisations powerful instruments for data analytics, artificial intelligence, and predictive modelling.

With more and more brands offering highly customised products and services with exceptional delivery, customer centricity becomes a new norm. But how can organisations with smaller budgets, including associations, follow the trend? In this workshop, we will explore how associations can embrace digital transformation and adopt member-centric marketing strategies to thrive in the modern age.

We will cover the following key topics:

- Member experience foundations – what it is, why it is important and application within the membership environment
- The role of technology, data and analytics in providing personalised member services and experience
- Understanding the member lifecycle
- Customer journey mapping
- Membership marketing model for providing continuing member engagement, retention and acquisition initiatives

Biography

Olena is the Founder and Principal Consultant at MemberBoat, a digital marketing agency dedicated to helping professional associations, industry bodies and other membership organisations embrace emerging digital marketing tools, create a more commercial mindset and simplify their journey to digital transformation.

With an extensive background in services marketing, over the past decade, Olena has worked with a number of professional associations, corporate and industry bodies, government-supported social and health sector associations, and self-supported associations around the world. The focus of her work has been on member engagement, marketing and communications, digital strategies, technology implementation and young members.



Paula Rowntree

Head of External Engagement, The Australian Psychological Society
Founder of the Business Events Network



"Event Design trends – creating events for economic, environmental and social sustainability, post pandemic"

Biography

Paula is a passionate advocate for the power of business events to create long term sustainable economic and social impact.

As a leader within the business event and association/not-for-profit sectors, with more than 28 years' experience, Paula works with associations to successfully design, develop and implement strategies for business events, event design, strategic alliances and partnerships and revenue diversification, that enhance the member experience, adapt to changing environments and best practice, generate revenue and increase the value of the organisation.

Paula is currently Head of External Engagement with The Australian Psychological Society, Founder of the Business Events Network and consulting to associations and venues in partnership with MCI Australia.



Ryan Brubaker

UIA – Union of International Associations

"Achieving goals, finding partners: UIA's Global Civil Society Database"

UIA provides tools and data to help associations with their outreach, event planning and more. Ryan will present a number of UIA's tools, including a live demo of 'Open Yearbook' and 'Open Calendar', explain the history and future plans of the Global Civil Society Database, and will answer questions about how associations can best take advantage of these free resources.

Biography

Ryan has worked as a web and database developer at UIA since 2011. He is responsible for the user interface of UIA's databases, the ongoing development of its website and the visual identity of the organization. He also provides regular training sessions on the use of UIA's Yearbook of International Organizations and International Congress Calendar digital publications.

Before joining UIA, Ryan ran a communications design studio crafting online identities for associations and small businesses.





Social Media_UIA

- # #UIA23AP
 - @UIA_org
 - @uiabrussels
 - company/union-of-international-associations---uia
-

Social Media_STO

- # #Live_Out_Your_Seoul
- @seoul_convention_bureau
- @seoul-convention-bureau
- @miceseoul