

THE PATH AHEAD

Refining ILEA's Direction to Drive Value and Impact for Future Growth

BECOME INDISPENSABLE

Hone in on the core business and professional needs of members to deliver value through programs, products, and services.

- Articulate strength of membership through reliable member data
- Implement revised affiliate and chapter model
- Re-focus ILEA Live education
- More fully develop ILEA communities
- Host invitation-only Global Event Summit for senior event producers/owners
- Revise and re-launch Certified Special Event Professional program

BE THE VOICE OF THE LIVE EVENTS INDUSTRY

Claim our voice as the expert in the live/special event segment through communications and branding.

- Produce and distribute original content through ILEA Experience
- Expand size and scope of media program
- Launch chapter microsites
- Develop and implement social media strategy
- Identify new sponsorship program

LEVERAGE TECHNOLOGY

Leverage technology to assist with organizational efficiencies as well as showcase leading opportunities for the live events industry.

- Conduct technology audit and implement new platform
- Investigate technology solution for sponsorship management
- Include technology focus or hub at ILEA Live
- Expand education programming to include virtual opportunities