



ASSOCIATION BEST PRACTICES COMMITTEE MEETING

NOVEMBER 25, 2020

POLL QUESTIONS

Does your Association have a “recognized brand” among your target audience?

Does your Association's value proposition (cost vs. perceived value) equate to difficulties with member retention?

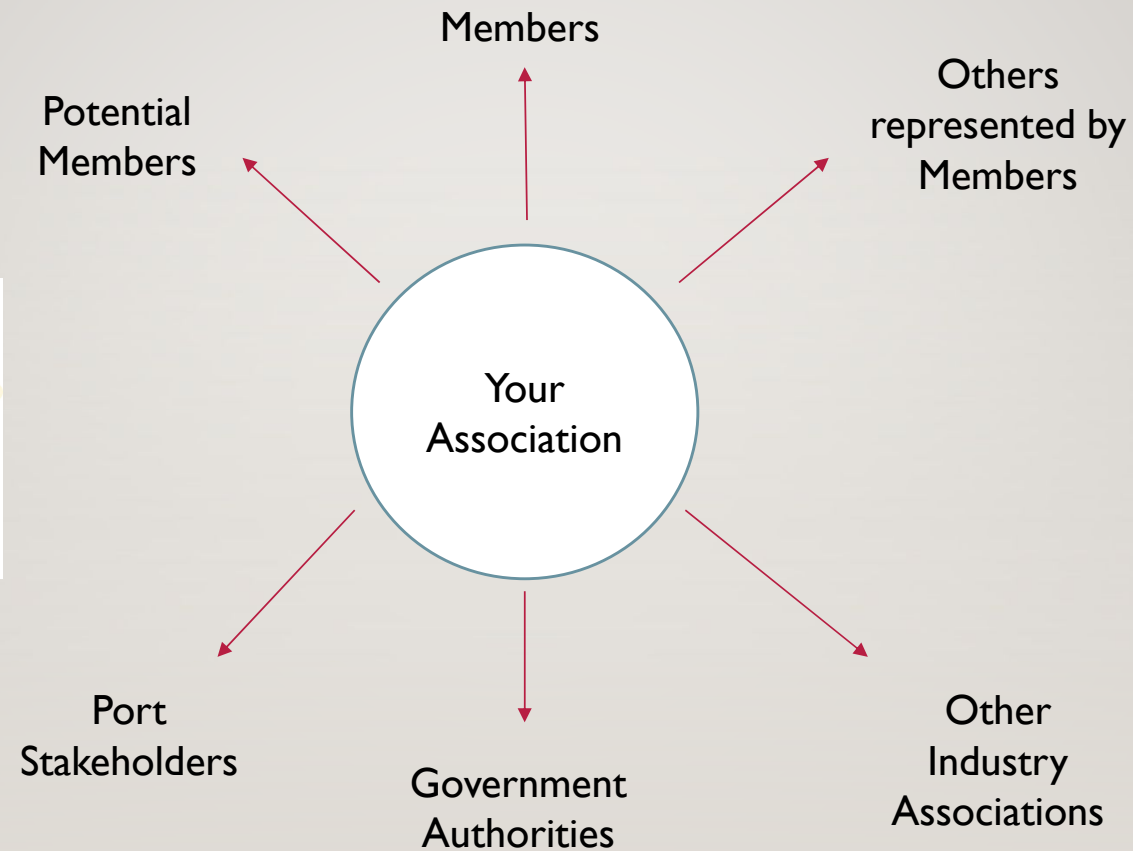
ASSOCIATION BRANDING



WHAT MAKES YOUR ASSOCIATION UNIQUE?

- Concentration on a select member type
- Directed messaging & standing committees
- Quality Standard
 - Education courses and seminars
- Single Voice for Government Authorities
- Networking Events
 - Social Events
 - Golf Outing
 - Young Membership Group
 - Annual Conference
- Member Rate for events and education
- Personality & Authenticity
- Others?

WHO IS YOUR TARGET AUDIENCE?



HOW TO CONVEY THE PURPOSE OF YOUR ASSOCIATION?

Website – Your Virtual Front Door

- Home Page should tell your story
- Do an annual review of content
- Provide one-click interaction for visitors
- Analyze data derived from website visitors



CONVEY YOUR PURPOSE VIA



Email Messaging



Newsletter



Social Media



Sponsorships



Participation in
Industry Events



Outreach



DOES YOUR
ASSOCIATION'S
BRAND NEED
SOME WORK?

Step 1

Understand Your Association



Step 2

Understand the Expectations of your Board, Membership and other Stakeholders



Step 3

Determine if your activities are line with your core values



Step 4

What are you doing right and where do you fall short?



Step 5

Identify significant Opportunities and/or Threats





BRANDING PITFALLS

- Trying to be all things to all people
- Copying your competition
- Leading with how old you are
- Making promises you can't deliver
- Speaking in clichés
- Faking authenticity



MEMBER RETENTION



STRATEGIES

- Membership Engagement
- Member Friendly Website
- Annual letter with member contributions and impact on the Association
- Email Messaging
- If you can't keep them, find out why they left
- React to those who don't appreciate the value proposition
- Win them back via special offers

MEMBER PRESENTATIONS

- Thank you to:
Argentina
Cyprus
Italy
- Presenting today:
Angola – Marc Smulders, Associação Dos Agentes De Navegação De Angola (AANA)
Finland – Sari Turkkila, the Finnish Shipbrokers Association
Belgium – Eddy Wouters, NAVES/ASV



Presentation of AANA
Associação de Agentes de Navegação de Angola

Association Best Practices Committee Meeting 25/11/2020



*AANA formerly known as ANTA was founded in 06/05/1994.
ANTA represented both shipping agents and forwarders.
With the arrival of Presidential Decree no. 50/14 which
regulates the activity of Shipping Agents and stipulates that its
activity should be exclusive we proceeded with a Spin-off
process of ANTA
so on 26/01/2016
AANA (Angolan Association of Shipping Agents) was born.*



AANA has 14 members which represent 95% of the local shipping industry in terms of regular liner services and tramping.



NileDutch Angola

Maersk Angola

CMA CGM Angola

MSC Angola

Grimaldi Angola

Orey Angola (Cosco - MOL)

Sharaf (Hapag Lloyd - Glovis/Hyundai)

Bollore (Hoegh Autoliner)

Naiber (PSL)

AMT

Supermaritime

Aronds

Goldenan

BMGF



“Association Branding/Member Retention”

In Angola we are working close with IMPA - Maritime Institute of Angola (part of Ministry of Transport) they award and renew the licenses (validity 5 years) for Shipping Agents. Today they are making efforts to convince the shipping agents to become member of AANA, Angolan Association of Shipping Agents.

“Association Branding/Member Retention”

Although it is not an official requirement IMPA and Ministry of Transport have come to understand the importance of having all shipping agents represented by AANA. Apart of improved communication between the regulator (IMPA) and our industry it facilitates discussions, decision making and implementation of regulations.

“Association Branding/Member Retention”

Other authorities like for example Port authorities of the Port of Luanda are also cooperating with us by demanding shipping agents for proof of their membership with AANA.

It is not a watertight system but only this year, which is considered a very poor economic year in Angola, we managed to got 4 new members due to the a.m. initiatives.



***Thank you.
Marc L.D. Smulders
President of AANA***



SHIPBROKERS FINLAND

Association for Ship Agents and Port
Operators, Chartering Brokers, Liner Agents
and Container Shipping in Finland

Presentation at FONASBA
Association Best Practices Committee Meeting 25.11.2020
Shipbrokers Finland, General Manager Sari Turkkila







~~Plan A~~

~~Plan B~~

Plan C





SHIPBROKERS FINLAND

- is the **leading branch association**, which aims to promote the operational conditions for its member companies and the circumstances for foreign trade shipping transport in Finland
- is a **dynamic and active** policymaker, which works actively in co-operation with domestic and international stakeholders
- is a **forerunner**, the members are the leading companies in the field of shipping, ship agency and ship broking in Finland



A.Jalander Oy

www.shipbrokers.fi



Oy Niklashipping LTD
Ship Agency Services



Rikkihapon
Laivaus, YARA





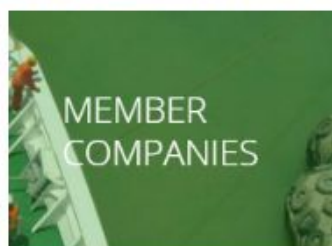


SHIPBROKERS NEWS

JÄSENET KARTALLA

23.11.2020

Laitoimme agentit, konttivarustamot, meklarit ja satamaoperaattorit kartalle. Tästä löydät helposti merikujetuspalvelujen...

[Lue artikkeli](#)[Kaikki artikkelit](#)

NAVIGATOR MAGAZINE

Risteilyliikenteen kehittäminen Suomen lahdella ja Saimaalla käynnistyy
24.11.2020

Uusi laivaliikenteen liikennöintivelvoite Suomen ja Viron välillä
24.11.2020

[Navigatormagazine.fi](#)SHIPBROKERS
FINLAND

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Suomen Laivameklariilitto r.y.
Finlands Skeppsmäklareförbund r.f.

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GENERAL
CONDITIONS

Google Analytics

Three Years ▾

Sessions ▾



Sessions
31 261

Users
23 138

Page Views
74 713

How your email campaign compares

Open Rate

Click Rate

Unsubscribes

35.6%

35.1%

26.9%

This campaign's
performance

Your average campaign
performance

Your peers' average
performance



Shipbrokers Finland

1 451 twiittiä

www.shipbrokers.fi



Shipbrokers Finland

@Shipbrokers_Fin

Association for 40 member companies offering a
Promoting the success of the shipping business

[Käännä kuvaus](#)

Helsinki, Suomi shipbrokers.fi Syntyi

Liittyi helmikuu 2018

714 seurattua 577 seuraajaa

Twiitit

Twiitit ja vastaukset



A NEW BEGINNING

- Check out your operating environment, now and then...
- Remember that the world is very visual, decide how do you want to look like
- Get to know your stakeholders (members, decision makers, influencers)
- Have a goal – and make a plan
- **Communicate!**
- Measure your actions



KIITOS

**Finnish
Shipbrokers Association**

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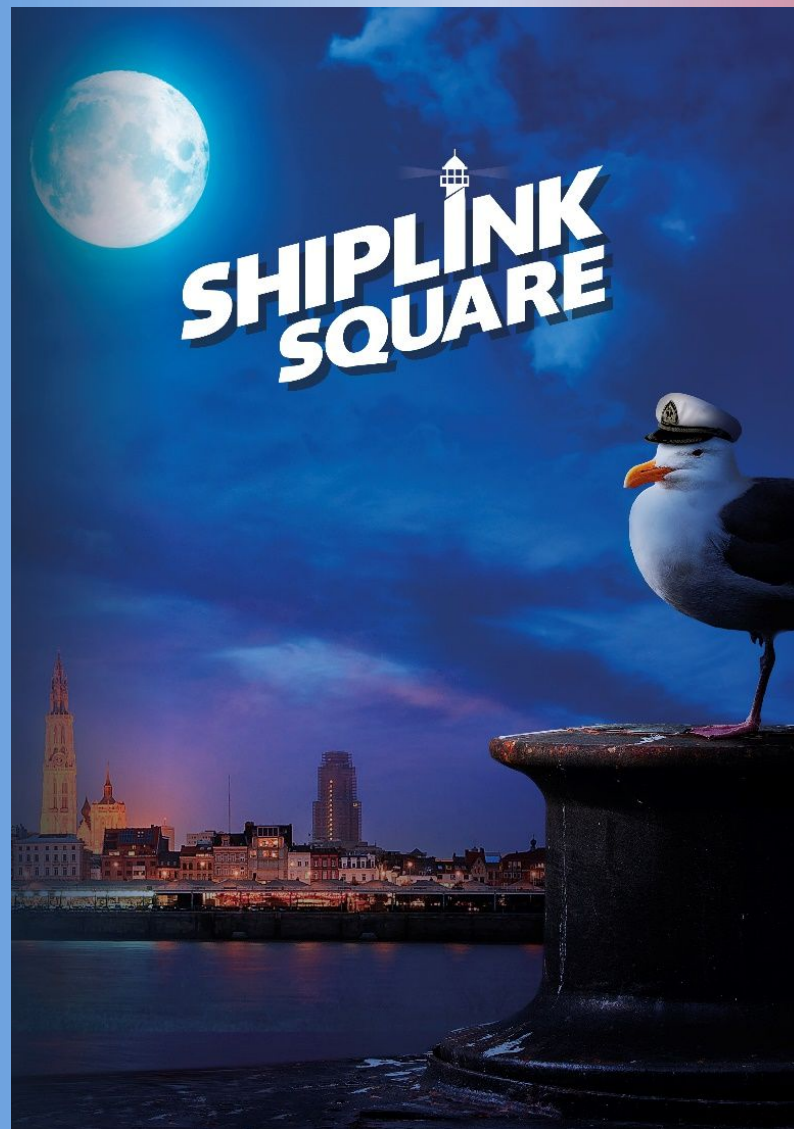


FONASBA

**Association Best Practices Committee
Plenary Meeting
25th November 2020**

Antwerp Shipping Federation





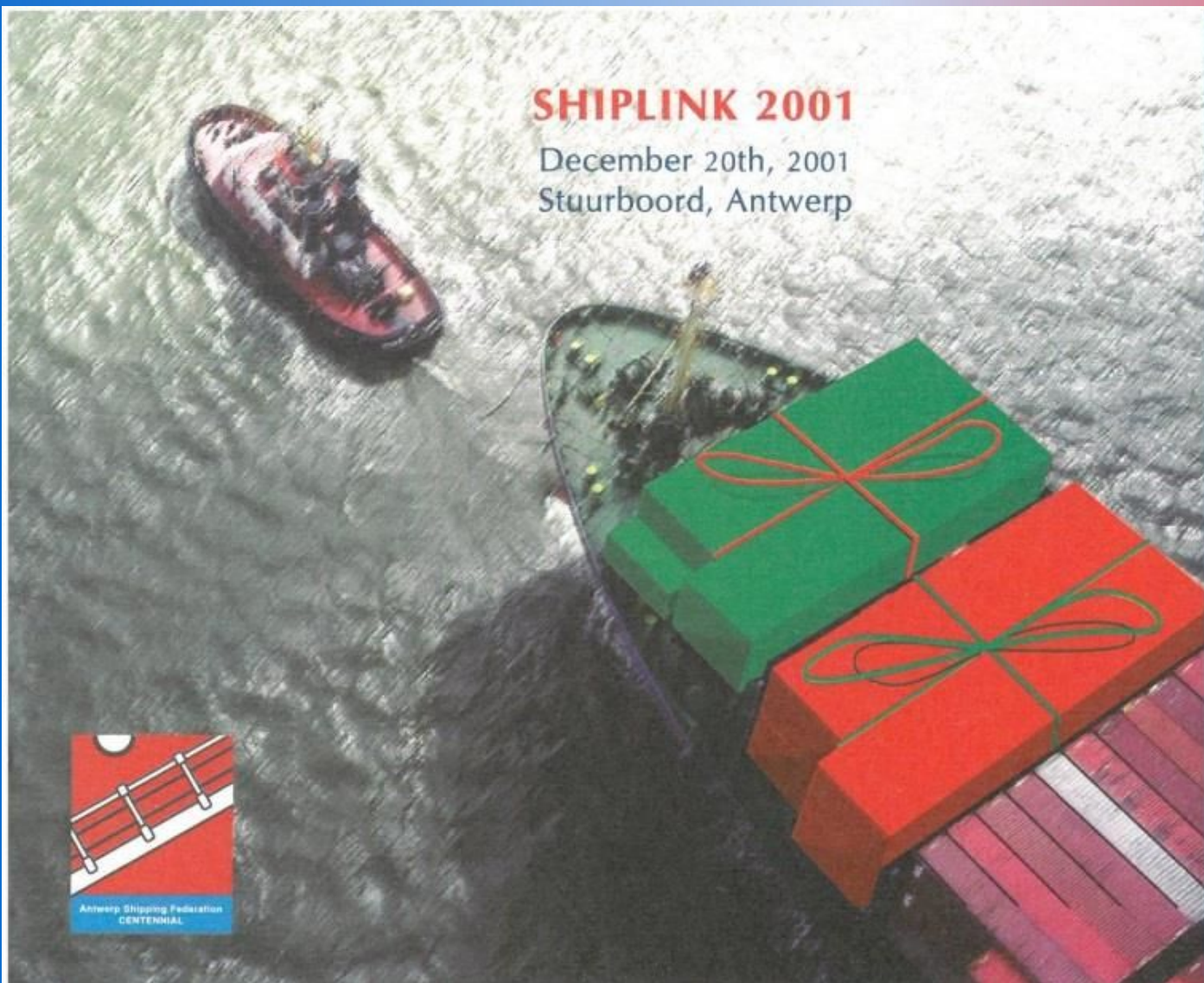


It all started in 2001:

100 years Antwerp Shipping Federation

+

Annual meeting Fonasba in Antwerp



SHIPLINK 2001

December 20th, 2001
Stuurboord, Antwerp



INVITATION





Why the name “Shiplink”?



➤ Ship:

a large **vessel** for transporting people or goods by sea

➤ Link:

a relationship between **people**, things or ideas, especially where one **affects** the other

Keywords:

shipping, Antwerp, port, business, network, customers, suppliers, relationships, friendship, fun...







What is so special about Shiplink?



- A biennial top event – in one evening!
- More than 2,000 visitors from the maritime world gather for an evening of networking and entertainment
- Access on invitation only (by the participating ship agents only) ➡ no party crashers
- A cosy atmosphere of only port professionals with a very personal touch...
- The event location transforms into a harbour square where shipping professionals meet and enjoy each other's company!



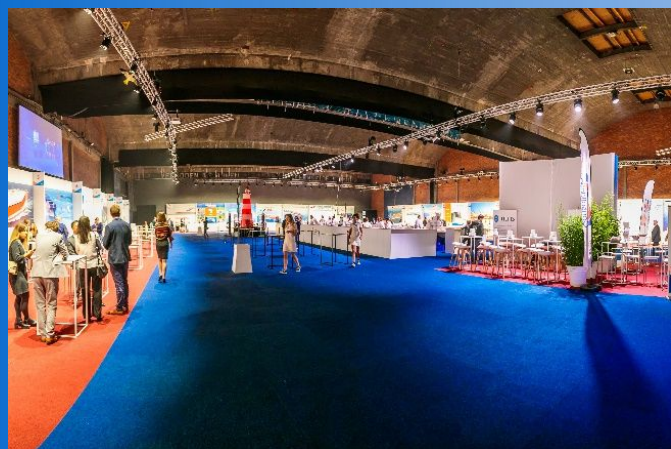
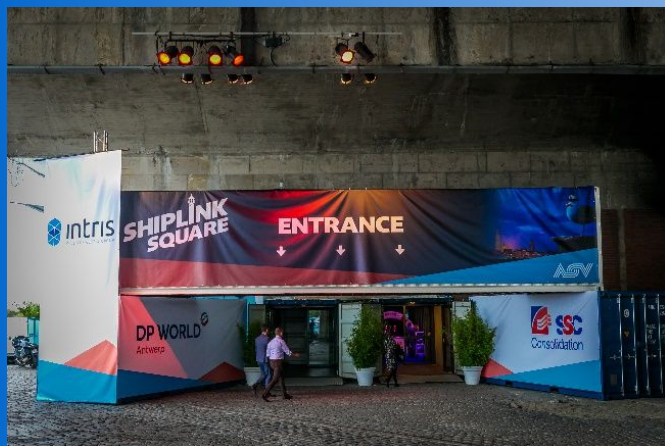


What is so special about Shiplink? (2)



- Some 30 ASF ship agents participate and display their services from an exhibition boot (modest, uniform for all, one size only)
- The exhibitors bring a multitude of co-workers to the event for direct contact with customers and suppliers
- Each exhibitor welcomes their visitors with (simple) drinks and snacks
- Only a handful of sponsors are allowed (strictly related to the shipping community)
- An almost negligible participation cost (compared to full fledged professional exhibitions)
- ASF members continue to consider this event as a major commercial activity







See for yourselves...



The Antwerp ship agent community in motion





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- UNTIL NEXT YEAR -

JEANNE CARDONA & BERIT BLOMQVIST