



The International Association of Fairs and Expositions

2-Year Strategic Plan

Adopted by IAFE Board of Directors June 27, 2022

Strategic Areas of Focus



Membership



Education



Collaboration



Agriculture

Strategic Initiatives

Strategic initiatives are the vehicle by which the IAFE implements defined strategic objectives outlined for each area of focus.



Membership:

Strategic Objective: Attract, engage, and retain members to establish IAFE as the industry leading member association

Strategic Initiatives:

Attract

- A. Develop strategy for educating and marketing to existing and prospective members of the benefits of IAFE membership
- B. Strive to understand the wants and needs of our diverse membership to make a more effective campaign for marketing to prospective members

Action items:

1. Create focus groups, surveys
2. Dedicated staff to focus on gaining new members
3. Dedicate support to the Ambassador and “Welcome Wagon” programs
4. Utilize technology and investigate other means by which to target marketing to nonmembers

Engage

- A. Deliver events/networking opportunities that will be educational and create a return on investment for a member's time/resources.
- B. Ensure all-committees (existing or newly created for a specific purpose) address the current industry opportunities and challenges.

Action Items:

1. Major focus on virtual/in-person/on-demand/self-guided workshops to provide more convenient targeted education utilizing platforms including in-person and virtual.
2. Collaboration with other organizations
3. Review membership model strategy to increase long-term engagement

Retain

- A. Ongoing membership outreach through the Ambassador and Welcome Wagon programs, as well as IAFE staff, throughout the year.
- B. Recognition programs
- C. Sense of community and fear of missing out if not a member.

Action Items:

1. Create a program to track member engagement for follow-up through member outreach by new staff person.
2. Showcase/member highlight (suppliers, fairs, carnivals.) in F&E, Newsbrief, emails, social media
3. Exit interviews with those that leave the organization
4. Identify tools to create "Pride in Membership." Promo materials, stickers, shirts.

**Education:**

Strategic Objective: Deliver industry leading educational programming to improve overall member experience and practical learning

Strategic Initiatives:

Marketing strategy to communicate wealth of valuable resources available for members.

Develop

- A. Create video tutorials on how to access and utilize IAFE resources including the online Library, the Institute of Fair Management, and all other Association educational offerings.
- B. Specialty focused meetings in a virtual format

- C. New tactics for delivery of education and information at more grassroots level, including:
 - a. IAFE educational resources at appropriate meetings
 - b. Enhanced Speakers Bureau Program
 - c. Institute of Fair Management Course
 - d. Traveling Course
 - e. One-sheet educational resources
- D. Additional Toolkits
- E. Identify industry experts to assist with educational activities (within our membership) Including the legends.
- F. Collaborate with other organizations and companies to provide educational opportunities

Evaluate

- A. Evaluate ROI of specific educational programming elements and sunset or enhance as necessary
- B. Continue to listen to members needs and committee recommendations for educational resources.



Collaboration:

Strategic Objective: Cultivate and strengthen collaboration with fellow industry organizations and groups

Strategic Initiatives:

Define Collaborative Partners and Mutual Goals

- A. Associations in countries outside the United States which focus on serving agricultural fairs (i.e., Canadian Association of Fairs & Exhibitions, Agricultural Shows of Australia, Royal Agricultural Society of the Commonwealth, Association of Show and Agricultural Organizations, etc.)
- B. Associations serving the fair industry in event production elements (i.e., National Independent Concessionaires Association, Outdoor Amusement Business Association, International Entertainment Buyers Association, etc.)
- C. Agriculture education (i.e., American Farm Bureau, and youth leadership organizations)
- D. Other international associations serving organizations and business in the public event sector (i.e., International Association of Venue Managers, International Association of Amusement Parks and Attractions, International Association of Festivals and Events, etc.)

Formalize Collaborative Relationships

- A. Conference calls
- B. Leadership Summit

Help members to establish materials/tools for joint lobbying efforts to amplify the industry concern, efforts, and initiatives

- A. Tool Kit on “How-to Lobby”

Create joint educational meetings with collaborative partners that can reduce costs and utilize partner expertise



Agriculture:

Strategic Objective: Facilitate awareness through the promotion and advocacy for agriculture

Strategic Initiatives:

Increase membership awareness of the importance of agriculture and its impact to fairs.

- A. Monitor and report results from the 2022-23 “Ag on a Grand Scale” project.
- B. Showcase member activities and focus on scalability
- C. Spotlight current issues with case studies

To be the clearinghouse of information and resources; the framework for members fairs to showcase their own community’s story of agriculture

- A. Template to assist members to identify core agricultural concerns, values, and priorities specific to the community they serve
- B. Compile list of resources to assist members in reaching this goal
- C. Continual research into the facets of agriculture impacting member’ communities including production and consumer preferences and perceptions

Inform members of the role fairs can play in advancement for agriculture at all levels of government and provide tools and resources

- A. F&E articles from industry experts
- B. Spotlight success stories of members’ and others’ projects to promote agriculture
- C. Encourage members to focus on metrics that matter in the big scheme of the work such as number and funding providing in scholarships, grants, and community assistance; number of youth involved; scope of outreach to consumers to promote agriculture, etc.