

10 Benefits of Showcasing Impact Initiatives in your Global Conference Program



Hosting a global event that also seeds or showcases your current impact & legacy efforts can offer numerous benefits both for the Association and the beneficiaries of the impact initiative.

1. Visibility & Recognition

Global events allow Associations to showcase achievements on an international stage, gaining visibility and recognition for its efforts. This can attract attention from stakeholders, potential partners and supporters who may not have been aware of the Association's impact work previously.

2. Networking & Collaboration

Bringing together members from around the world creates opportunities for networking and collaboration. Attendees can share best practices, exchange ideas, and potentially form partnerships to further advance social impact initiatives relating to the Association's area of expertise.

3. Inspiration & Motivation

Seeing the tangible results of social impact projects can inspire and motivate members to continue their efforts and even take on new initiatives. Hearing success stories and learning from others' experiences can reignite passion and commitment to the association's mission.

4. Learning & Development

Global events often include workshops, panels, and presentations that offer valuable learning opportunities. Members can gain insights into effective strategies for social impact, learn about emerging trends, and acquire new skills that can enhance their contributions to the Association's projects.

5. Enhanced Reputation

By showcasing meaningful social impact initiatives, the Association can enhance its reputation as a responsible and socially conscious organisation. This can attract positive attention from the media, potential partners, and stakeholders, bolstering the Association's credibility and influence in its field.



6. Long-term Impact

Hosting a global event that incorporates social impact initiatives reinforces the Association's commitment to making a difference. By highlighting ongoing efforts, long-term outcomes and legacy programs, the event can demonstrate the sustained impact of the Association's work, encouraging continued support and engagement from members and stakeholders.

7. Member Satisfaction

Integrating initiatives and long-term impact can increase member satisfaction by aligning events with shared values and a sense of purpose. It may act as a catalyst to attract new members who seek meaningful engagement and strengthen loyalty among existing ones who value contributing to long-term community benefits.

8. Resource Mobilisation

A global event provides a platform for fundraising and resource mobilisation to support future social impact initiatives. Through sponsorships, donations, and other forms of support, the Association can secure the resources needed to expand its efforts and address pressing social challenges more effectively.

Hosting a global event to seed, amplify and showcase social impact initiatives can significantly benefit the Association by increasing visibility, fostering collaboration, inspiring members, enhancing reputation, and ultimately driving positive change in communities around the world.



9. Alignment with UN SDGs

Social impact considerations are also contributing to the United Nations Sustainable Development Goals (SDGs). This alignment helps address critical global challenges such as poverty, inequality, and climate change, while fostering a more sustainable and inclusive future.

10. Connect your Global Community

BESydney's Social Impact Program, focused on sustainability, benefits international professional Associations by sharing insights with the next host city and global community. This enhances the Association's reputation, fosters continuous improvement, and strengthens its global impact.

