



The International Association of Fairs and Expositions

2-Year Strategic Plan

Prepared by:



Strategic Areas of Focus

The strategic areas of focus were defined as the most critical areas in which the IAFE needed to utilize its resources for the further achievement of its mission and vision. The 4 areas of focus (in no order of priority) as defined by the Strategic Planning participants include:



Membership



Education



Collaboration



Advocacy

Strategic Objectives

Strategic objectives are the desired results for each area of focus that has been approved by the Strategic Planning participants.

Membership

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

Education

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

Collaboration

Strategic Objective: Cultivate and strengthen collaborations with fellow industry organizations and associations

Advocacy

Strategic Objective: Facilitate awareness through the advancement of advocacy for agriculture

Strategic Initiatives

Strategic initiatives are the vehicle by which the IAFE will implement its defined strategic objectives outlined for each area of focus that has been approved by the Strategic Planning participants (in no order of priority). **The initiatives described in this Strategic Plan are designed to be implemented over a two-year period.**



Membership:

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

Strategic Initiatives:

Attract

- Amplify marketing of IAFE benefits and organizational value for all potential members of all sizes
- Expand IAFE membership reach to associates utilizing targeted marketing campaigns

Engage

- Develop working groups to strengthen relationships between cross-member organization (fairs/associates)
- Develop purposeful networking engagements/events/opportunities to establish communities that will create/foster a “sense of belonging”

Retain

- Increase marketing of IAFE benefits and value for all current members
- Create environment where membership is perceived as “investment” in future of the industry
- Continually develop membership mentorship program with newly joined or newer fair(s) to maintain relationship with IAFE



Education:

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

Strategic Initiatives:

- Create innovative programming utilizing the latest technologies and industry trends to increase member engagement
- Enhance library of best practices and/or develop learning tracks to assist members with:
 - Technology
 - Program Affordability/Fundraising
 - Strategic and Succession Planning
- Continually develop and enhance management training initiatives to develop potential future leaders
 - Help to provide training tools to develop potential leaders of fairs (i.e. a junior fair board)
 - Including future leaders of the IAFE through the Young Professional Initiative (YPI) activities and

- Including the IAFE's Institute of Fair Management in cooperation with funding provided by the IAFE Education Foundation



Collaboration:

Strategic Objective: Cultivate and strengthen collaborations with fellow industry organizations and associations

Strategic Initiatives:

- Develop and grow organizational collaborations through regular conference calls/joint live meetings to discuss association initiatives, industry news, and possible collaboration efforts
 - (i.e.: 4-H, Farm Bureau, FFA, IAVM, NICA, OABA, etc.)
- Develop recognition programs for associates/collaboration groups that will enhance relationships and ensure future initiatives
- Help members to establish materials/tools for joint lobbying efforts to amplify the industry concern, efforts, and initiatives
- Create joint educational meetings with collaborative entities that can reduce costs and utilize partner skill sets and efficiencies



Agvocracy:

Strategic Objective: Facilitate awareness through the advancement of advocacy for agriculture

Strategic Initiatives:

- Increase membership awareness of the importance of Agvocracy and its impact to their fairs
- Help members to devise/develop marketing campaign materials/toolkit around agriculture to define “the story” utilizing current terminology (i.e.: food production and sustainability; reduced carbon footprint, farm-to-table)
- Help members to devise/develop tools and resource kits to use in lobbying efforts to ensure government support of agriculture (statewide, regional, national)

Adopted by the IAFE Board of Directors, June 2019