

# ASSOCIATIONS EVOLVE: 2025 & BEYOND

*An Answers for Associations Project*

## Welcome to the Associations Evolve Journal

The idea for the Associations Evolve Journal came about (as many promising ideas do) over a glass of wine with an amazing group of colleagues.

We were talking about how many amazing association-specific experts existed around the globe. People with incredible ideas and experiences that they were applying to advance the associations they serve.

We talked about how these people came from a range of roles including volunteer leaders, association staff, consultants, and vendors (and often a combination of the above).

We bemoaned the fact that there was no place that brought together thought leaders from around the world to share their insights.

And so (over the fourth bottle) the idea of inviting all the amazing people we knew from to contribute to a free publication that would showcase their passion topics was born. And from those seeds this journal emerged.

When the first one came out, some people contributed existing articles they knew would have impact and others wrote entirely new content. I was delighted at how enthusiastically people supported the idea, and thrilled to read everything as it came in.

Since that time the journal has evolved beyond our expectations. We have a rapidly expanding group the most brilliant and inspiring thought leaders from around the world contributing. And a rapidly expanding readership.

In these pages you can learn more about getting involved in the next edition. Please contact me at: [belinda@smsonline.net.au](mailto:belinda@smsonline.net.au) or +61(0)413190197 if you have any questions.



Warm regards,  
Belinda Moore

Editor, Associations Evolve  
Journal

## About the Journal

The Associations Evolve Journal is committed to inspiring innovation, promoting best practices, and fostering intellectual curiosity within the association community. It is a compilation of thought-provoking articles by industry experts from all corners of the globe. The content spans a diverse range of topics, including innovative practices, case studies, emerging trends, and strategies for success. It is more than just a publication - it's a resource, a guide, and a catalyst for change in the field of association management.

## Reader Profile

The readers of the Associations Evolve Journal are a diverse and dynamic group of professionals, researchers, and thought leaders from around the whole who are deeply engaged in the world of associations. They are who are passionate about driving positive change, shaping the future of their respective industries, and exploring innovative strategies and best practices for association management. Our readers seek insights, trends, and expert perspectives on topics such as membership engagement, digital transformation, governance, leadership, advocacy, and strategic planning, with a strong focus on staying ahead of the evolving landscape of associations.

## Circulation

The journal is issued electronically and in print. The electronic version is sent free of charge, and without any requirement to enter contact details, to industry email lists of over 20,000 association executives. As many contributors onforward to their lists, the actual distribution is much larger. Over 1,000 printed copies are sent to premium subscribers of the Answers for Associations online community and contributors to the journal.

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## Past Editions & Contributors

### [Associations Evolve: 2024 & Beyond](#)

Amanda Lea Kaiser, Angela Shelton, Belinda Moore, Bruce Rosenthal, Carolyn Grant, Celisa Steele, Charlotte Rush, Chris Vaughan, Damien J Smith, Deanna Varga, Felicity Zadro, Francisco Gomez, Georgia Patrick, Gihan Perera, Jamie Notter, Jane Carey, Jeanette Gass, Jeff Cobb, Jelena Li, Jeremy Chapman, Julian Moore, Karla Clancy, Kayne Franich, KiKi L'Italien, Lee Gimpel, Liana Busoli, Lori Zoss Kraska, Lowell Aplebaum, Martin Sirk, Matthew Fisher, Matty Rubenstein, Mel Kettle, Nigel Collin, Octavio Peralta, Olena Lima, Olivia Sporton, Paula Rowntree, Peggy Hoffman, Rebecca McCaig, Richard Gott, Rosie Yeo, Sam Osborne, Sharon Newport, Shelly Alcorn, Sherry Budziak, Steven Bowman, Stephen Myers-Los, Sue Froggatt, Sylvia Gonner, Tanya Busoli, Thomas F. Goodwin, Tony Maguire, Tony Rossell and Tyler Speers.

### [Associations Evolve: 2023 & Beyond](#)

Amanda Kaiser, Andrew Chamberlain, Angela Shelton, Banu Kannu, Belinda Moore, Bruce Rosenthal, Chris Vaughan, Cindy-Lee Bakos, Colin Perry, Damien Smith, Deanna Varga, Felicity Zadro, Georgia Patrick, Gihan Perera, Hilary Marsh, James McGregor, Jeff De Cagna, Jelena Li, Jo Scard, Joanne Jacobs, Jonathan Jones, Julie Krieger, Lowell Aplebaum, Maddie Grant, Marion Short, Marjorie Anderson, Mark Levin, Mary Byers, Matt Crouch, Mel Kettle, Michael Tatonetti, Michael Butera, Michelle Graf, Nigel Collin, Octavio Peralta, Olena Lima, Paula Rowntree, Peggy Hoffman, Richard Gott, Robbie Kellman Baxter, Sharon Newport, Shelly Alcorn, Sherry Budziak, Steven Bowman, Sue Froggatt, Sylvia Gonner, Tommy Goodwin, Tony Rossell, Tony Maguire, Tyler Speers, Venessa Paech, Vinesh Prasad, and Zena Burgess.

### [Associations Evolve: 2022 & Beyond](#)

Amanda L Kaiser, Andrew Chamberlain, Angela Shelton, Belinda Moore, Ben Grill, Bruce Rosenthal, Chloé Menhinick, Cindy-Lee Bakos, Colin Perry, Damien Smith, Deanna Varga, Dianna Steinbach, Dr. Michael Tatonetti, Elisa Pratt, Felicity Zadro, Gihan Perera, Ingrid Maynard, Jelena Li, Jennifer Robertson, Jo Scard, Joanne Jacobs, Julian Moore, Julie Garland McLellan, Kym De Britt, Liana Busoli, Maddie Grant, Marjorie Anderson, Mark Levin, Mary Byers, Matt Crouch, Mel Kettle, Octavio 'Bobby' Peralta, Olena Lima, Paula Rowntree, Peggy Hoffman, Robbie Kellman Baxter, Samantha Morris, Sara Drury, Sarah Sladek, Sharon Newport, Stephen Los, Steven Bowman, Sue Froggatt, Tony Rossell, Venessa Paech, Vinesh Prasad, and Zena Burgess.

## Get Your Copy: Print or Digital

You can read the Associations Evolve Journal 2025, online or in print. Join the waitlist to be among the first to access it [here](#), or guarantee your hard copy by becoming a premium subscriber of the [Answers Community](#) before 1 November 2024.

## Ways to Get Involved

Whether you're looking to share your expertise or promote your business, there's a spot for you in our journal. Get involved and reach a wide audience in the association community!

**Article Submission:** We invite experts from around the globe to contribute articles that inform, inspire, and motivate professionals in this field.

**Advertising:** A unique opportunity for organisations to showcase their brand, products, or services to a highly engaged and targeted audience.

## Article Content Areas

Below are some of the topics we would like to cover in the publication. That said, we aren't limited to these and welcome topic ideas.

- **Transforming Associations.** Leading change, strategic planning, adapting associations to AI, helping members thrive in an AI world, Trends impacting associations, innovation, embracing diversity, equity, and inclusion.
- **Offerings That Create Impact.** Creating compelling value, lifelong learning opportunities; online education advocacy and policy; fostering digital community building; meetings, events, and conferences.
- **Effective Stakeholder Engagement.** Impactful collaborations; marketing & communication; mobilising volunteers to maximise impact; strengthening informal networks; empowering chapters.
- **Membership.** Membership models; member recruitment strategies; member retention strategies, effective renewals.
- **Optimising Operational Performance.** Governance; strategic planning; people & culture; harnessing AI and technology; digital transformation; analytics and data-driven decision making.
- **Financial Sustainability.** Diversifying income sources; rethinking pricing models; sponsorships, partnerships; monetising virtual and online platforms; financial forecasting and budgeting.

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## Advertising Opportunities

The Associations Evolve Journal is an annual publication that reaches a broad audience of association professionals, industry experts, and thought leaders from around the world. This presents a unique opportunity for organisations to showcase their brand, products, or services to a highly engaged and targeted audience. We invite you to consider advertising in our 2025 edition.

Due to demand for hard copies, we are making a very limited amount of additional space available for advertisements to cover these additional costs. Once these spaces are booked, no further spaces will be made available. All advertisements need to be approved.

### Key Dates

- **Fri 30 Aug.** Booking Deadline *Note there are limited advertising spaces and availability cannot be guaranteed until your booking is confirmed.*
- **Fri 13 Sep.** Artwork Deadline.
- **Wed 22 Nov.** Publication of Electronic Version.
- **Mon 27 Nov.** Lodgement of Print Version. *Note that we cannot guarantee delivery timeframes.*
- **Fri 15 Nov.** Electronic Version Published.
- **Fri 22 Nov.** Lodgement of Print Version.

### Advertising Options

- Double Spread - \$6,900
- Back Cover - \$5,900
- Full page internal - \$4,900
- Half page internal - \$2,900
- Quarter page internal - \$1,750
- Classifieds Section - \$550 (this is a new inclusion at the back of the magazine)

*\* All pricing is GST inclusive*

*\* All pricing is in Australian Dollars*

*\* All advertisements can include a single hyperlink for inclusion in the digital version.*

### Advertising Specifications

- Orientation: Portrait.
- Full page: 210mm wide x 297mm high with additional 5mm bleed.
- Half page: 210mm wide x 148mm high with additional 5mm bleed.
- Resolution: High resolution with a minimum 300 DPI.
- Format: PDF, EPS, or TIFF files.
- All artwork to be submitted as press-ready PDF files by the material deadline.

### Get Your Free Copy

Answers members receive a free digital copy, while premium members enjoy the added benefit of a FREE printed copy. If you haven't joined yet, sign up [here](#) and upgrade to a Plus Subscription.

### Additional Copies

All contributors and premium Answers members receive a hard copy of the Journal. For those wishing to order additional copies, please reach out to us at [info@answers.net.au](mailto:info@answers.net.au).

### Booking Process

To book your advertising space, please email us at [info@answers.net.au](mailto:info@answers.net.au) to confirm you'd like to proceed and your preferred advertising option. You will be issued with a confirmation email containing the key dates and an AUD invoice that is payable within 14 days to secure your place.