

# Trade Association Management

## Objective

Develop and manage a not-for-profit travel industry trade association focused on the advancement of electronic distribution in the tour operator industry; serve as the organization's Executive Director

## Methodology

- Conduct preliminary research to determine feasibility
- Develop preliminary launch plan and obtain seed funding
- Develop membership structure, mission, objectives and by-laws
- Develop comprehensive budget and dues structure
- Conduct membership solicitation drives
- Plan, run and host two major conferences per year
- Recommend and implement European expansion initiative
- Develop and maintain **TOWARD** web site  
www.towardassoc.org
- Handle all public relations activities
- Serve as official spokesperson
- Chair Board meetings
- Prepare periodic financial reports

## Client

TOWARD Board of Directors

## Contact

Top management of 13 prominent travel industry companies

## Results

**TOWARD** is a viable, growing, respected travel industry trade association consisting of high-visibility companies and executives.

Initiatives are currently under way that will streamline tour operator processes, make technology more affordable and accessible, and increase industry quality and productivity.



## Length of Engagement

Ongoing since September, 2000

## Output

**TOWARD** (Tour Operators and Wholesalers Achieving Real-time Distribution), with 2 member conferences per year



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