
Trade Association 101 (TA 101)

COURSE OUTLINE

Unit 1: Introduction to Trade Associations & Chambers of Commerce (TAC)

- Trade Associations & Chambers of Commerce (TAC) Competency Framework

a. Skills

- Career & Skills mapping
- Critical Core Skills
- Technical Skills Competencies (TSC)

b. Re-designing for a Future-Ready TAC workforce

- Roles & Responsibilities of Secretariat & EXCO)

Unit 2: Membership & Phygital Events

a. Attracting, Recruiting, Motivating & Retaining members

b. Introduction to type of events by TACs

c. Phygital Event Management 101

Unit 3: Basics of Strategic Governance

a. The 4Cs of good meeting minutes

b. Strategising in 5 + 1 steps

c. Business Continuity Planning

d. Fundamentals of Data Protection

Unit 4: Industry Knowledge & Development

a. From external to internal analysis (STEEPLE & SWOT)

b. ESG Proposal Drafting

c. Collaboration

- Effective Negotiation 101
- Partnership Management & Contract Development (With an emphasis on government, industry & association)
- Implementation of good practice to uplift sector professionalism

Unit 5: Building & Bridging Capabilities

- a. Training Needs Analysis
- b. Identifying & authoring key learning outcomes
- c. Learning & Development Programme Facilitation and Experience Curation

Unit 6: Welcome to the Brand Studio: Marketing & Communication

Innovation

- a. Introduction to Digital Marketing (Content, Social & More!) [Leveraging on emerging technology & global platforms]
- b. An overview of Brand & Campaign Management
- c. Meet The Press – Public Relations & Media Strategy Development
- d. So where does this fit in? Dovetailing your MARCOM plan with Trade Association objectives

Unit 7: Going Global - Internationalisation

- a. Country Scanning
- b. The Presentation Secrets of Steve Jobs
- c. When SWOT is a Strategic Waste Of Time
- d. International Regulation of Business & Corporate Governance

Unit 8: Dispelling the terror of Research & Analysis

- a. Research Data Collection Methods
- b. Research Findings Communication

Unit 9: Advocacy & Representation

- a. I-G-I (Industry to Government to Industry) Approach; partnering with Government to co-create, engaging ministries & government agencies
- b. Essentials of communicating public policies