

The logo features the text "digitalNOW" in a white, sans-serif font. The word "digital" is in lowercase, and "NOW" is in uppercase. A stylized swimmer icon, consisting of a blue circle for a head and a blue wave-like shape for a body, is positioned above the letter "N". The logo is centered within a dark blue circular area that has a lighter blue ring around it. The background of the entire image consists of concentric, light blue circles on a dark blue field.

digitalNOW

GOING GLOBAL

*3 SESSIONS FOCUSING ON CRITICAL
ELEMENTS IN MOVING ASSOCIATIONS TO A
GLOBAL SCOPE*

Gregory Balestrero

Key Questions and Challenges

- Why should I worry about going global?
- How did you make the decision to “go global”?
- Was it staff driven, member driven, or board driven ?
- How did you tackle Member value, dues, prices?
- Did your IT strategy change?
- Can I make money by “going global”?

All interesting questions...

...But are they really
the right ones?

...Which questions
should we start with?

Well, we think differently...

What role does **Governance** play in positioning the organization, and making the key strategic decisions?

What are some of the most critical **Operational Approaches** that enable an organization deliver on the strategic decision to “go global”?

How does a robust **IT Strategy** complement and accelerate a strategic decision to “go global”?

3 Important Sessions...

Session 1: Globalization and Governance

Session 2: Dynamics of Global Organizations

Session 3: Technology and Global Interaction
and Community Development

So, who am I?

- Your trusty moderator for Session 1, 3
- 30 years in association management and globalization
 - **2002-2011**: President and CEO, Project Management Institute (PMI); retired 15 Jan 2011
 - **1994-2002**: Executive Director, Construction Specifications Institute (CSI)
 - **1987-1994**: Executive Director, Institute of Industrial Engineers (IIE)
 - **1981-1987**: IIE, various management positions
- 1974-1981: Engineering Consultant

So, who is up first in the order?

- Mary E. Power, CAE, CMP-Executive Director, Human Resource Certification Institute (HRCI)
 - Former President/CEO Convention Industry Council
 - Former Global Director Association Sales, Inter Continental Hotels
- Mark A. Langley – President & CEO, Project Management Institute (PMI)
 - With PMI since 2002
 - Former Ex.VP & COO of PMI (2002-2010)
 - Former CFO, Treasurer, VP for various for-profit organizations (publically traded and private)
- Thomas G. Loughlin, CAE – Executive Director, American Society of Mechanical Engineers (ASME)
 - With ASME since 1993
 - Formerly Deputy Executive Director; Director Member Services; Manager Enterprise and Technology Enterprise Area
 - Development, project, and product engineer with various cos.