

5. Priority Activities: Listed in Order from the Most Common to the Least Common

Recruitment of new members

The priority shared by all the associations, regardless of their size, is the recruitment of new members. To do so, approximately 63 percent of the associations are considering conducting a special recruiting drive.

Logistics

Associations want to reposition themselves, improve their services, find new revenue sources, etc.

Basic activities

Basic activities rank third: general meetings, dissemination of information, conventions, seminars, etc.

Some specific activities

Approximately 63 percent of the associations consider additional specific activities a priority: matchmaking, organization of missions, participation in or recruiting for missions, and diplomatic activities to complement government efforts.

Other specific activities

Approximately 50 percent of the associations consider other additional specific activities a priority: lobbying, participation in trade fairs, foreign market intelligence reports, training, giving advice to DFAIT, etc.

Foreign activities

A smaller group of associations, about 40 percent, are involved in foreign activities: receptions, marketing services and program support activities.

Opening an office abroad

The opening of an office abroad is a priority for fewer than 30 percent of the associations.