

PCMA STRATEGIC PLAN
December 2017

Vision

Driving global economic and social transformation through business events.

Mission/Statement of Purpose

PCMA educates, inspires and listens, creating meaningful experiences where passion, purpose and commerce come together.

I. AUDIENCE-CENTRIC ORGANIZATION

Expand and deepen PCMA's impact on its worldwide audience through a relentless focus on audience needs.

Strategy 1

Constantly assess and understand legacy audience segments and the market forces driving them while working to identify emerging audience segments by category and geography.

Strategy 2

Develop multi-channel education and services designed to meet audience needs, with agility necessary to evolve with the market.

Strategy 3

Be ever aware of legacy and new competitors, and the challenges and opportunities they present.

II. EDUCATING, CONVENING, ADVOCATING

Lead the industry through innovation, education, events and engagement.

Strategy 1

Develop a series of progressive innovative programs, driven by audience need, designed to advance the vocation and value of the business events strategist across the business community.

Strategy 2

Create a content and engagement strategy to serve business events professionals, partners and other stakeholders through education, information, entertainment and connections.

Strategy 3

Align with relevant global organizations to enhance value for PCMA audience and the industry. Advocate for the value of business events by developing a narrative for use by PCMA and others in the industry.

III. FINANCIAL AND OPERATIONAL SUCCESS

Build culture and structure to grow membership, audience and revenue.

Strategy 1

Continue to improve financial position by developing aggressive, achievable and sustainable revenue and expense plans.

Strategy 2

Seek and evaluate opportunities to support growth objectives and establish organizational infrastructure necessary to support such growth.

Strategy 3

Build a culture of innovation and inclusiveness with expectations of collaboration, experimentation and integrity with a drive to create and deliver premium products, services and relationships.

Strategy 4

Invest in research and innovation to advance business events.