

Task & Finish Group: Events and Conferences

Lifelong Learning Board

Terms of Reference

Purpose

The long-term vision for the IFoA is to be able to offer members a rich variety of events and conferences, which also provide an opportunity to demonstrate our *thought leadership* to influential non-actuarial audiences. This will be made possible by building a proactive culture that incorporates regular feedback to ensure longstanding events remain attractive and financially viable. At the same time, there is a need to move quickly to create new offerings which ensure that members continue to have access to a modern, relevant, and balanced portfolio of activities.

Lifelong Learning Board has established this Task & Finish Group (T&FG) to formulate strategic initiatives with a view to re-engineer the profession's programme of events and conferences. This T&FG is empowered to make bold recommendations that seek to bring this vision to life and thereby maximise benefit to our members and create greater impact for the profession with influential third party individuals and organisations. Key requirements for the T&FG will be to:

- Achieve a holistic view of the current programme of events with an understanding of their fitness for purpose and recent performance
- Understand the target market with an eye towards gearing existing events to best meet members' interests and appetite, whilst generating ideas for exciting new opportunities such as greater external promotion of the actuarial profession
- Build proposals for the possible future shape of the IFoA's events and conferences programme to put forward for recommendation by LLB to Management Board

It will be necessary for the T&FG to consider at least the following:

- How to encourage existing communities within the IFoA to adopt a product lifecycle approach to events that trial run new topics or content frequently, pushing the boundaries to highlight new approaches in well-known topics or in areas of interest that have not been tackled before
- How to engage with contributors to events and conferences by – for example, and amongst other ideas - evolving the approach from “a call for speakers” to building more resilient support within the IFoA in fostering diverse interest communities that surface material independently
- How to make stronger connections inside the actuarial community among IFoA groups, employers and educators, as well as extending them beyond the traditional domain to other professions, financial institutions and groups

- How to take advantage of our thought leadership to present the role of the actuarial profession to a wider range of influential stakeholders, including decision makers, politicians etc.
- How best to increase attendance and broaden reach by using a range of contemporary delivery approaches, to reach our global audience
- How to establish a culture of post event review and performance measurement to inform continuous improvement of the events and conferences portfolio

Membership

We are currently seeking expressions of interest from a small number of members of the IFoA and other relevant parties who wish to volunteer for this T&FG. We encourage contact from a diverse range of backgrounds including (but not limited to) age, gender, ethnicity, and disability as well as reflecting the geographical spread and practice areas of our membership.

We are seeking open-minded strategic thinkers who can bring a fresh point of view in breathing new life into the future of the IFoA's events and conferences programme.

Essential skills

- A strategic mind set with thoughtful views on how the IFoA can enhance its events and conference offering to ensure they follow best practice and add value to our diverse community of current and future members
- A good understanding of the background of the IFoA's events and conference offering
- Awareness of the existing market, competing providers, and global needs for such events
- A willingness to play a proactive role in championing this area of the IFoA's activities

Desirable

- Knowledge of contemporary delivery of events and conferences, including online events
- An understanding of not-for-profit public interest bodies with global membership
- An appreciation of the challenges facing professions in a global environment

Term

It is expected that the T&FG will deliver initial outcomes within 6 months.