

## Nelson Croom is official sponsor of PARN Sustainable Growth conference

Sustainable Growth: Markets, Services and Revenues will be the next PARN conference on Tuesday 25th September, with Nelson Croom as the official sponsor. This conference, being held at Woburn House in central London, will enable Professional Associations to develop new services for new markets, to identify a strategy for growth and retention, and to diversify their income.

Alan Nelson, Managing Director of Nelson Croom, will be speaking at the conference about understanding your markets as you design and prepare new member services. *"This is an ideal opportunity for us to share our experiences of working with professional associations, and also for us to listen to and learn from the participants about what it is they are doing at the moment and what they need from us."*

Professional bodies must develop as viable organisations. In order to grow in a sustainable manner they must move beyond their natural 'comfort zone' of relying on member subscriptions and volunteer effort for their financial viability. Increasingly, they must develop alternative revenue sources, including sources that do not rely on member resources. To do this, an active professional approach is needed to developing a profitable range of services and to market those services well. Many professional bodies are well ahead on this, others are just coming to a strategic approach. This conference will provide ideas for how a range of organisations are approaching sustainable growth. Professional associations will be able to identify issues that they have in common with other associations and find out how they are resolving them, gain fresh ideas for diversifying their revenue streams, learn how others have approached sponsorship and accreditation relationships and exchange ideas and debate ways forward.

Nelson Croom became Corporate Partner to PARN earlier this year. Together with the sponsorship of the conference, this demonstrates Nelson Croom's dedication to and support of PARN's mission to increase understanding and raise awareness of issues relating to professionals, professionalism and professional associations.

*"We are delighted to be collaborating with PARN again. Their work is highly valued by professional bodies of all types and has established for them a pivotal role."* Alan Nelson, Managing Director, Nelson Croom.

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### Notes for editors:

#### **About PARN**

PARN is a fast growing UK based member led organisation providing a research enriched network for professional associations and regulatory bodies. It has 140 members in the UK, Ireland, Canada and Australia. PARN offers specialist knowledge based services and events on subjects such as governance, CPD, ethics and standards and member relations.

#### **About Nelson Croom**

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

To find out more about this story, please contact:

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