



Marketing Report
A.S.P.C.
Paris, France
August 2011

2012



- Focused Marketing/Communications Plan developed
- **Value add** to members – emerging Centres and developed Centres
 - New initiatives
 - Focus on 2013 Forum
- Continental meetings/activation 2012
- How help you? We need your feedback!
- How promote ASPC?



Financial Overview
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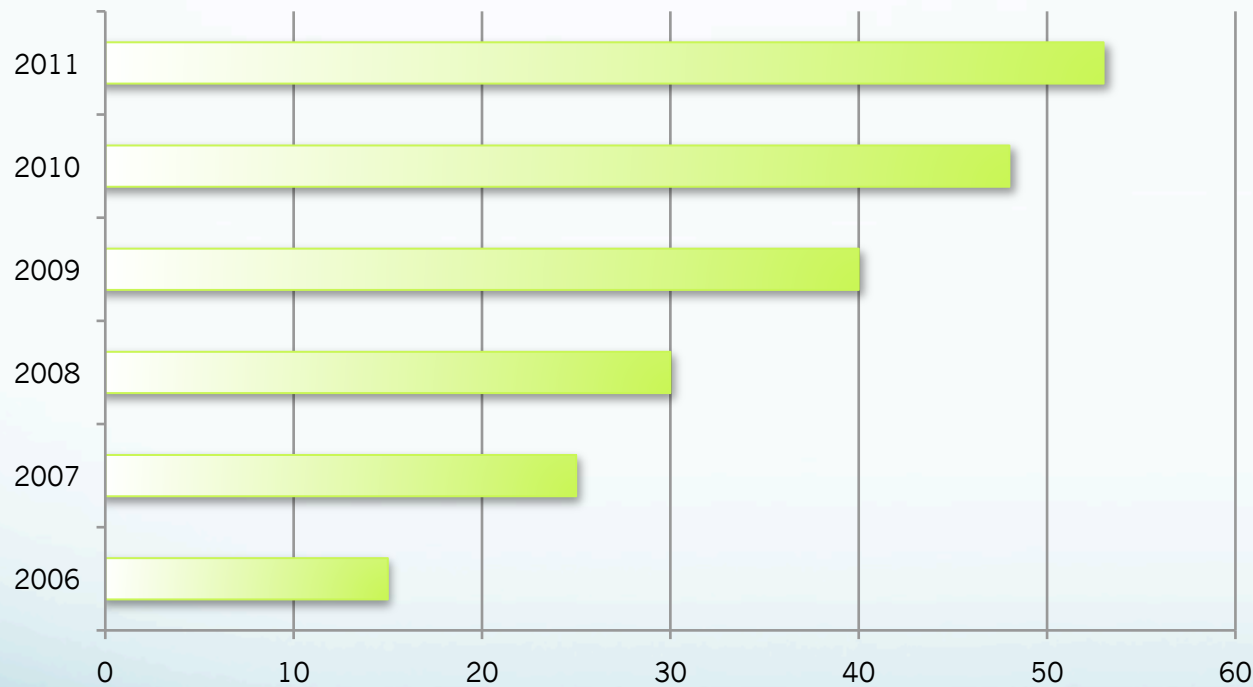
ASPC Forum History

- | | | | |
|------------|------------------|------|-----------------------------------------|
| I | Sydney | 1999 | • 15 countries; 45 participants |
| II | Sant Cugat | 2001 | • 35 countries; 138 participants |
| III | Loughborough | 2003 | • 30 countries; 62 participants |
| IV | Montreal | 2005 | • 23 countries; 70 participants |
| V | Beijing | 2007 | • 16 countries; 42 participants |
| VI | Colorado Springs | 2009 | • 29 countries; 80 participants |
| VII | Paris | 2011 | • 27 countries; 122 participants |



Membership Evolution

ASPC MEMBERSHIP



2006 - 15

2007 - 25

2008 - 30

2009 - 40

2010 - 48

2011 - 53

ASPC MEMBERSHIP

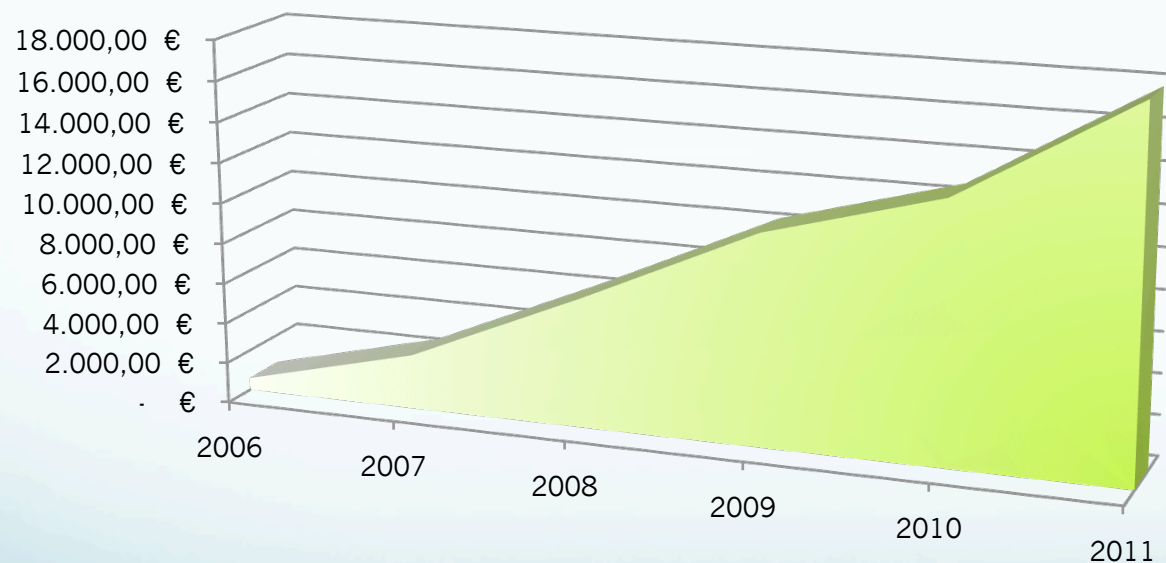
Membership

Continent	2011 Paid Members (Centres)
• Oceania	10 [11]
• Europe	24 [31]
• Asia	4 [8]
• Americas	12 [15]
• Africa	<u>4</u> [4]
Totals:	53 [69]



Revenue Evolution in euros

REVENUE EVOLUTION



2006 - 600€
2007 - 2.681€
2008 - 6.395€
2009 - 10.355€
2010 - 12.743€
2011 - 17.874€

REVENUE EVOLUTION



Balance 2011 in euros

BALANCE SUMMARY 2011	NUM	OUT	IN	BALANCE
MEMBERSHIP	47		8.067,65 €	
FINANCIAL EXPENSES		397,20 €		
INTERNET SERVICES		778,00 €		
PLAQUES & STICKERS	16	3.385,00 €		
		4.560,20 €	8.067,65 €	3.507,45 €

Proposed fee Increases

- Present fee structure
 - 100 Euro
 - 200 Euro joining
- Proposed new fees (2012)
 - 150 Euro
 - 350 Euro joining
- VOTE



Budget 2012 in euros

BUDGET 2012	NUM	OUT	IN	BALANCE
MEMBERSHIP	53		8.480,00 €	
FINANCIAL EXPENSES		447,91 €		
INTERNET SERVICES		780,00 €		
PLAQUES & STICKERS & CARDS	10	2.300,00 €		
ADMINISTRATION SECRETARIAT		1.200,00 €		
REGISTRATION LAWYER SUPPORT		250,00 €		
WEBSITE IMPROVEMENTS		400,00 €		
NEW INITIATIVES		2.500,00 €		
		7.877,91 €	8.480,00 €	602,09 €