



Renew Consultants to Bring Conference for Society Leaders to the US

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www.societystreet.org

Renew Consultants has been providing strategic consultancy to learned and scholarly societies from all over the world for the last 15 years. The UK-based consultancy has found that its work helping societies build strategy for their publications program increasingly merges into strategy for a society's membership, conferences, community and mission. As societies plan for a future where there is added pressure on publications revenue, working holistically across society activities is becoming a key to success.

Simon Inger, Society Street Co-Founder and Consultant at Renew said *"We recognised there was a need to support societies that were actively working on breaking down their internal silos, but we found there was no venue for that discussion. Whilst there are conferences that address some of these issues, we never found one that looked them holistically. Therefore, Renew decided to find a partner and launch a conference of our own and Society Street UK was born in 2018"*

The UK event was so successful it became clear the event would be welcomed by societies beyond the UK - March 2020 will mark Society Street's inaugural year in the US. Both conferences address the theme of *"Embracing the Mission"*, have a similar programme and will support society leaders who wish to break down those internal barriers.

Matt Cianfarani, Executive Director at the conference management company Mark Allen Group said *"The decision to take this conference to the US was an easy one for us. These issues are not going to go away, and we have seen from Society Street UK there is a crucial gap in the conference calendar. We are looking forward to taking the conference to*

Washington DC, which is the heart of the US society and association community. We have a programme packed full of influential and inspiring speakers who are excited to be involved in this event”.

A key focus of the 2020 conferences will be on “how to meet the needs of the community” and in particular the future of the community. A number of younger scientists, practitioners, and researchers have been invited to share views on what they want from their societies. It will also cover how to deliver practical activities for your membership: advocacy, conferences/meetings, and publications; and how to implement change – a crucial theme of the conference.

Sam Burrell, Programme Chair said *“We recognise that societies are facing a whole host of difficult decisions. However, we are also seeing many societies using these challenges as an opportunity to re-evaluate their organisations and create new ways of engaging with their communities. Societies who are able to bring together publications, meetings, governance and membership teams to meet a common goal are finding they are reaching and serving their communities in a more effective way. We think we have delivered a conference programme which will spark optimism and excitement about the future”.*

About Society Street

Society Street conference brings together leaders - and future leaders - of societies for a day of discussion, debate, networking, and information exchange, that is uniquely focused on the whole organization.

March 26th, 2020, Washington, DC - <https://www.societystreet.org/usa>

June 10th, London, UK - <https://www.societystreet.org/uk>

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