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Once associations retain the capability of attracting physical attendance, they are more likely to be eligible for sponsorships from a destination. International conferences are significant in destination development, especially when attendees get to know a city in a more in-depth way. Associations harness great opportunities to create chances for a higher degree of involvement and connection with a place. This may lead to a symbiotic relationship with a destination and a resulting win-win situation for everyone.

In trying times, organisations might find themselves struggling with corner-cutting measures. However, in the long run, they might lose the opportunity to transform and grow. It all boils back down to the core value of an association. What is the situation that it is trying to improve? What is the initial mission it set out to accomplish at the very beginning? Let that passion take the lead as associations gain a new foothold in these changing times.

Sustainability of an association has been at the core of its management strategies. The persisting topic proves, admitting unwillingly, the lack of it or unsuccessful efforts to reach it. Even the best performing associations may still face a plethora of challenges in times of changes, and recognise the need for adaptation.

**Associations’ New Paths to Sustainability:**
Not just to Survive, But to Thrive!

**Author: MEG HSIEH, Marketing Specialist of GIS Group (Taiwan)**

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