



AIOP

AUSTRALIAN INSTITUTE OF
OFFICE PROFESSIONALS

Partnering Prospectus 2023



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About AIOP

The Australian Institute of Office Professionals is Australia's only professional association for all office professionals, which covers a huge range of job titles including Executive Assistants, Personal Assistants, Executive Officers, Office Managers, Administrators and the like, from entry to executive level and from a variety of industries.

We have a long history, from the Institute of Private Secretaries to the Institute of Professional Secretaries and Administrators to now the Australian Institute of Office Professionals.

In 2023 AIOP celebrates 60 years as a leading membership association.



Why partner with us

The Australian Institute of Office Professionals (AIOP) has members across Australia and overseas. We are affiliated with similar professional associations in the USA, UK, Asia, South Africa and New Zealand and through the World Administrators Alliance.

When you partner with us, you will be able to enhance your brand awareness and exposure, create relationships with influencers and advocates of the profession, increase network connections and engagement and connect with key decision makers.

For corporations, you can enhance staff capacity through training and resources, it demonstrates your value for the office professionals in your organisation and commitment to the sector.



Benefits of partnering

Enhance brand engagement!

Introduce your business directly to the office professional community through platforms they actively engage in.

Target the right audience!

You will be able to access your target audience across all eight states and territories that represent a broad range of job types and organisations.

Extensive exposure of your company's services to a high value potential customer base. A perfect platform to launch or demonstrate products or services to your target audience.

Generate new leads!

Establish your presence at a number of AIOF events and showcase your company and products to customers looking for solutions.

Events are an excellent opportunity for networking and face-to-face communication with the decision makers, influencers and members.

It is an opportunity to meet and network with other organisations in the sector and build strong industry networks.

Monthly National Webinar events are held online with dynamic speaker presentations who provide excellent topics and discussion.



Partnering categories and opportunities

Partnership Categories

AIOP offers three **annual partnership categories**; each has a number of inclusions, including -

- Website advertising on the Partners section of the AIOP website.
- Social media promotion by AIOP to membership.
- Corporate Membership opportunities.
- Hybrid, face to face and online events.
- Event attendance.
- Advertorial/promotion in each quarterly edition of AIOP National e-Newsletter.
- Opportunity to provide a blog/article/advertorial for distribution to AIOP Members.
- Opportunity to present at events promote either in person or online.
- Opportunity to advertise your product.
- Opportunity to network with other AIOP partners and members.
- Opportunity to display signage or banner/information at events.

In-kind Supporter

AIOP offers a Supporter category with an in-kind or without payment arrangement/agreement and tailored to your needs.

Platinum (\$5000 + GST)

Gold (\$3000 + GST)

Silver (\$2000 + GST)



Return on Investment

Return on Investment examples:

Partnership inclusions	Platinum (\$5000 + GST)	Gold (\$3000 + GST)	Silver (\$2000 + GST)
AIOP website recognition in Partners section	Company brand and a maximum of 300 words of company description and a link to your website	Company brand and a maximum of 200 words of company description and a link to your website	Company brand and a maximum of 200 words of company description and a link to your website
AIOP Corporate Membership	Complimentary SILVER Corporate Membership	✘	✘
Promotion in AIOP member only e-newsletter 'Leading the Way' (quarterly)	✓	✓	✓
Copy of member only e-newsletter 'Leading the Way' (quarterly)	✓	✓	✓
AIOP social media <u>promotion channels</u> – Facebook LinkedIn and Instagram	Quarterly	Twice yearly	Twice yearly

Partnership inclusions	Platinum (\$5000 + GST)	Gold (\$3000 + GST)	Silver (\$2000 + GST)
National conference registration (in person or virtual)	One complimentary registration in the year of the partnership	✘	✘
Opportunity to speak at future events	✓	✓	✓
Opportunity to provide a monthly blog/article /advertorial for distribution to AIOP Members	✓	✓	✓
Opportunity to advertise at AIOP events and conferences (promotional material or marketing collateral e.g., give-aways e.g., pens, lanyard etc)	Three complimentary satchel insert or hand out at all events	Two complimentary satchel insert or hand out at all events	One complimentary satchel insert or hand out at all events
Opportunity to display signage or banner / information at events	✓	✓	✓

Talk to us ...

Partner Opportunities

Three annual partnership categories are offered; each has a number of inclusions and a return on investment.

Event partner

Partner with AIOF for a national or divisional event, e.g., AIOF Administrative Award of Excellence 2023, conference, breakfast or networking events.

No competing organisations as co-partners will be approached to ensure the highest levels of return.

National and Division Webinars

Investigate the opportunities to present at a monthly national webinar or at future division webinars.

Community

We welcome the knowledge and expertise our Partners bring to the Australian Institute of Office Professionals and the valued products and services they provide to all our members.

While we believe the Partnership package is designed to deliver the maximum outcomes to our Partners and ensure you receive the outcomes required, we are able to design a Partnership package to suit your needs.

TALK TO US

If you would like more information; please contact:

businessdevelopment@aiop.com.au

to arrange an Introductory partnership online presentation.

