What matters in our decision making?

Board eneral Assembly, Membership **Professional Emotional Professional & Emotional** Executive Council, (3 Ps) (3 Fs) (3 As) Professional Facts and figures Attractiveness of evaluation destination Finances (bottom Personal line) Access Preferences Future (strategy of **Affordability** People involved in the association, the bid congress)

It's about impact

- Impact on the association
 - Membership & Finances
 - Furthering of our goals
 - Relevance
- Impact on the individual (delegate, sponsor, "patient")
 - Impact on career and financial goals
 - Improvement of skills & techniques
 - Making a "difference"
- Impact on the destination
 - Economic impact
 - Furthering of destination's/government's/society's goals
 - Society's wellbeing

	Association	Individual (delegate, sponsor, "patient")	Destination
PROFIT	Membership & Finances	Career & Financial Goals	Economic Impact
PROGRESS	Furthering our goals	Improvement of Skills & Techniques	Furthering of destinations/government's/ society's goals
PURPOSE	Relevance	Making a difference	Society's wellbeing



