

Solving membership challenges across Australasia: Insights from the Upbeat conference tour

BY PROFESSIONAL ADVANTAGE - 5 June 2025 - 5 MINS READ

At Professional Advantage, we believe in more than just delivering innovative solutions. We believe in building relationships, listening to the needs of our community, and staying connected. This is evident in the way our team actively participates in key conferences and forums across Australia and New Zealand, showcasing Upbeat, our powerful Association Management Software (AMS) built on Microsoft Dynamics 365.

Highlights from our journey

June 2022

Association Executive Services (AES): Associations Leading Change in a New World

As a major sponsor of this AES Conference, Professional Advantage supported an event centred on navigating disruption and reimagining traditional association models in a post-pandemic world. Delegates explored topics from tax reforms and digital transformation to member engagement and policy advocacy. We were proud to stand among a line-up of industry leaders, helping associations consider how technology like Upbeat can empower their journey through change.

Key takeaways:

Associations are actively rethinking their operating models post-pandemic, with a growing appetite for digital transformation. It's time to shift from survival to strategic growth.

April 2023

associationX 23 from the Australian Society of Association Executives (AuSAE), and the Associations Forum National Conference

April was a busy month for our Upbeat team. We kicked off with associationX 23 in Wellington, New Zealand, where Robert Mete, Dennis Dalla Costa, and John Hawkins represented Professional Advantage. The team enjoyed valuable sessions and meaningful conversations with association professionals, discussing how Upbeat's intuitive interface and extensive capabilities can meet modern membership needs.

Shortly after, we joined the 17th Associations Forum National Conference in Sydney. The team showcased how Upbeat helps organisations gain a 360° view of their members and streamline operations for greater impact.

Key takeaways:

Ease of use is a critical factor in software adoption, and 360 degree member visibility is a recurring challenge. There is a rising interest in automation and self-service.

July 2023

Not-for-Profit Governance Forum

Professional Advantage participated as a premiere sponsor and IT partner at the Governance Institute of Australia's Not-for-Profit Governance Forum. Held in Queensland, the forum tackled the big-picture issues facing today's NFP leader, from fundraising reform to board retention and digital strategy. Our team contributed to a panel discussion on the value of enterprise risk management and offered free onsite IT consultations to attendees.

Key takeaways:

Digital strategy is also a governance issue, and boards are becoming more digitally literate and strategically focused.

As such, there is stronger alignment between IT and governance.



September and November 2023

AuSAE Live and ACE Conferences

At Live 2023 in Hamilton, New Zealand, and the AuSAE ACE Conference in Canberra, we were excited to reconnect with association leaders. These events brought together professionals from across the region, all looking to explore practical solutions and build strategic connections. Our booth attracted considerable attention, with attendees eager to see how Upbeat could support their growth and modernisation goals.

Key takeaways:

Modernisation is about platform agility, not just feature depth, and peer learning and strategic networking are highly valued.

There is a strong focus on member value delivery.



February, March, and April 2024

Association Membership Summit, associationX from AuSAE, and Associations Forum National Conference

The new year began with strong momentum as we partnered with The Associations Forum for a showcase in Sydney and with AuSAE in New Zealand. These sessions focused on solving common association challenges through technology—whether it's member retention, data insights, or automating event management.

Key takeaways:

Member retention remains a top concern, and data is often underutilised.

There is a rising demand for member lifecycle automation.



February 2025

Association Membership Summit 2025

We continued our partnership with the Association Membership Summit 2025 in Sydney. This event highlights the ongoing need for smarter, more adaptable AMS platforms like Upbeat that are ready to support every stage of the membership lifecycle.

Key takeaways:

Strategic alignment matters, and flexibility is key to long-term technology success.

There is a greater emphasis on measuring member impact.



Why do we show up?

These events are more than just an opportunity to exhibit technology. They allow us to listen. Every conversation with a sector leader, every question from a curious delegate, and every demonstration we give helps us better understand the challenges associations face, and how Upbeat can solve them.

Keep up to date on what conference we will be attending next: we always post on our social media when we are attending upcoming conferences so be sure to follow us on there.

- LinkedIn
- Facebook
- X

If you're attending an upcoming association conference, come and find us. Our team of experts—including Dennis Dalla Costa, Robert Mete, and John Hawkins—are always ready to chat, advise, and demonstrate what Upbeat can do for you.

Talk to us

If you would like to learn more, complete the form below and one of our team will be in contact.

First Name Last Name

Business Email

Phone

How can we help?

Receive invitations and insights

Your information will not be shared or sold to a 3rd party, please read our privacy policy

Contact us

Latest Blogs

6 Tactics to Protect Privacy and Get AI Right
21 October 2025

Unlocking AI for finance leaders: Why ERP modernisation matters now
14 October 2025

Why Now is the Time to Move from EA to CSP with Professional Advantage
7 October 2025

Association evolution through AI transformation
30 September 2025