

CSAE & Association Laboratory

General Educational Alliance Q&A

Q: Who is Association Laboratory?

Association Laboratory is an award-winning company specializing in research, strategy, and strategic education for trade and professional association leaders. Since 1999, Association Laboratory has helped leading state, national and global associations design more successful business strategy.

Q: Why is CSAE in an education alliance with Association Laboratory?

The educational alliance is a mutually beneficial relationship between CSAE and Association Laboratory. CSAE Members gain access to high quality research, at a discounted rate, to help grow and prepare their organization for the future.

Q: In which topics areas does Association Laboratory have expertise?

Association Laboratory has extensive knowledge in the following topic areas:

- Futures Research
- Education
- Strategic Planning (including strategic change management, leadership pipeline planning, and creating and sustaining a strategic board)
- Content Strategy
- Membership (including membership engagement and younger professional engagement)
- Meetings
- Components

Browse these topics, and others, at <https://knowledgecenter.associationlaboratory.com/>.

Q: What education products are included in the alliance/as part of the discount?

Association Laboratory educational products are defined white papers, webinars, issue briefs, and in-person events. All educational products available in our Knowledge Center at <https://knowledgecenter.associationlaboratory.com/> are included in the alliance. CSAE Members receive a 25% off discount at check out. [Click here for the discount code.](#)

Q: What is the discount code CSAE Members can use for Association Laboratory educational products?

CSAE Members receive a 25% discount using COLORADO25. This discount code can be applied at check-out.

Q: I'm a CSAE Member, and I'm having trouble applying the discount or downloading and receiving the educational product. Who do I contact?

Please contact Association Laboratory at +1-312-224-2626 to assist with any questions related to your purchase.

Q: As a CSAE Member, can I publicly share, distribute, or copy Association Laboratory's educational resource?

Publicly sharing, distributing or otherwise promoting Association Laboratory's educational products without the express written permission of Association Laboratory is prohibited.

[Looking Forward™ Q & A](#)

Q: What is Association Laboratory's educational product, Looking Forward™?

Looking Forward™ is the association sector's leading environmental scan, produced by Association Laboratory. The 2019 report, the 8th edition, is based on data collected from nearly 400 trade and professional association CEO's and other senior executives. These leaders represent thousands of association members from more than 20 industry and professional sectors. It examines relevant differences between trade and professional associations. It highlights differences by association scope – from local to global.

This credible, long-standing, research helps association leaders discover important industry trends and plan for the future.

In November 2018, CSAE helped encourage members to participate in this research. CSAE Members who participated in the survey research received the full [Looking Forward 2019™ report](#) for free (a \$95 value).

Q: How does a CSAE Member receive a complimentary copy of the Looking Forward™ report in 2020?

CSAE will promote participation in the survey in November 2019 via email to CSAE Members. Complete the survey and enter your contact information at the end of the survey. Once the report is finalized in March 2020, you'll receive access to a complimentary copy of the report via email from Association Laboratory.

Q: As a CSAE Member, I did not participate in the Looking Forward™ 2019 research. Is there any way to receive a complimentary copy?

Unfortunately, complimentary access to the full report is available only to those CSAE members who completed the survey. However, CSAE Members can receive the executive summary of the report for free at <https://knowledgecenter.associationlaboratory.com/downloads/looking-forward-2019-executive-summary/>.