Dear SPA members all over the world,

The ICA annual conference this year will take place in Mexico City November 27-29. SPA will not hold an annual meeting for all association members during the conference. But we will host a workshop entitled "Perfecting your Elevator Pitch" as part of the professional programme. Here you will meet those of us on the SPA steering committee who are present in Mexico.

If you plan to travel to Mexico, or you have colleagues who are going, please make a note of the workshop. We would love to see you and other enthusiastic archivists and records managers, eager to improve and practice their elevator pitch.

If you cannot make it to Mexico City, the SPA Steering Committee will make available - after the ICA annual meeting - a tool kit to help your association hold a similar workshop.

Have a wonderful fall and spring!

Vilde Ronge, Chair, SPA Steering Committee
Workshop on Elevator Pitches in Mexico City
Tuesday, November 28 2017
9:00 am until 1:00 pm

Main theme: Advocacy: ICA Section of Professional Associations – SPA

Objective: A hands-on workshop about writing and presenting an Elevator Pitch: an essential step to communicate the essence of our jobs, the services we provide and the value we bring.

Event: Perfecting your Elevator Pitch

Objective: Facilitators will present the elevator pitch concept and its value. Five different speakers will give a sample pitch based on their own experience. Participants will then break into small teams and be given a “real life” scenario; Each team will develop an elevator speech for that scenario and present the pitch to the full group. This format will be repeated with a second scenario. The workshop introduction will be given in English. But the team presentations may be given in English, French or Spanish.

Participants
Speakers: Vilde Ronge, Chair of SPA – English
Marianne Hoiklev Tengs, Deputy Director General, The Norwegian Directorate of Health - English
Bert de Vries, Director General, City Archives of Amsterdam, The Netherlands - English
Joan Soler Jiménez, Director of Historical Archives of Terrassa, Barcelona - Spanish
Becky Haglund Tousey, Consultant Archives and Content Management, USA – English
Sylvie Clair, Heritage General Curator, Director of the Archives of Marseille, France – French

Chairs: Cristina Bianchi, secretary of SPA – Spanish and French
Becky Haglund Tousey, Vice-President of SPA – English

In addition the following SPA Steering Committee will participate: Bettina Joergens (Germany), Eugenio Bustos Ruz (Chile), Michal Henkin (Israel) and Pierre-Frédéric Brau (France)