



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Advancing association leadership

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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Associations across Canada are navigating rising expectations, rapid technological change, and increasing pressure to demonstrate value. Produced in conjunction with the Canadian Society of Association Executives (CSAE), this special feature will highlight how associations are evolving their strategies, leadership, and capabilities to remain effective in a more complex environment. These shifts are redefining how organizations engage members and sustain long-term growth.

Proposed topic highlights:

- Member value and engagement:** How associations are redefining value propositions to better serve evolving member needs and expectations.
- Governance and leadership:** Strengthening boards, leadership teams, and decision-making structures to navigate complexity and drive accountability.
- Professional development and credentials:** The role of continuous learning and designations in building stronger, more capable association leadership.
- Non-dues revenue and sustainability:** Diversifying revenue streams through partnerships, sponsorships, and new service offerings.
- Digital enablement:** Leveraging technology to enhance operations, personalize engagement, and deliver more seamless member experiences.
- Partnership ecosystems:** The growing role of business partners, suppliers, and cross-sector collaboration in expanding capacity and impact.



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Source: Vividata SCC Fall 2025, National, A18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
June 8	July 13	July 20
September 9	October 21	October 28