

## **IPPS - International SWOT analysis**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
International organization, few similar remaining,	Declining membership globally
Regionally organized, close to members,	Few young member joining
1200 members still supporting IPPS,	Tensions in satisfying needs of split age groups of membership
Unique purpose and focus	Lack of cohesion between regions and 'international'
Unique characters within membership ,	<b>Format of <i>Proceedings</i> outdated to younger membership</b>
Financially sound (currently)	<b>Process of collecting information, editing and publishing <i>Proceedings</i> outdated to younger members</b>
Well organized tours and conferences	International Directors often not taking active management responsibility
Regional enthusiasm for change	Conference programmes lack consistency
Long lasting friendships and partnerships	Voluntarily aided by members
Free student membership	Lack of marketing to other trade bodies /organizations
	Lack of links with other organizations
	Do not utilize strengths of members in different regions
	Members are not clear they are part of an International Organization
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Rejuvenate the image of IPPS	The opinions of older members dominate and resist change
Global Brand – Promote a <u>CLEAR</u> message across the globe	Renewal efforts may alienate long standing members
Facilitate established members to mentor new members	At the current rate of losing members, IPPS will be 'dead' in less than 10 years
Formulate and implement an inclusive digital strategy to share information globally	Lack of young people coming in to horticulture
Create a complete international website with regional input	The easy access to information on the internet makes IPPS irrelevant
Update the use of digital technologies	Not enough younger people willing to take leadership responsibilities in IPPS
Maximize the use of social media	Currency fluctuation
Deliver the <i>Proceedings</i> digitally in a more timely fashion after conferences and meetings, with the ability to print on demand	Membership fees
Be a link between academic institutions and industry	Slow decision making
Be forward thinking and invest in the future	Language Barriers
Ensure International Directors are target driven – giving the Board return on investment	<b><u>Members become completely disillusioned – IPPS ceases to exist by 2025</u></b>
Invest in a clear strategy for career development for young people	
International Sponsorship	
Invest in regional growth and target emerging nations such as India China and Brazil	