

Skål International – Club Consultation on the Strategic Mandate

This survey invites all Skål Clubs to review and contribute to the Strategic Mandate Proposal from the Clubs to Skål International. The document is designed as a working draft and your input will directly shape its evolution. Each section may be amended, expanded, or reordered based on your feedback. Please respond by June 5, 2025.

🕒 Estimated time to complete: 15–20 minutes (longer if submitting detailed proposals).

Section 1: Institutional Representation and Policy Engagement

- Q1.1 – Do you agree with the objectives and mandate proposed in this section?
(Yes / Partially / No / Not sure)
- Q1.2 – Please explain any proposed changes or suggestions for this section.
- Q1.3 – Are there other organizations or forums that Skål International should engage with globally or regionally?

Section 2: Global Communication, Branding & Visibility

- Q2.1 – Do you believe this section reflects what Skål International should do to strengthen global visibility and communication?
(Yes / Partially / No)
- Q2.2 – The document states that Clubs' historical branding, diversity, and local identity must be respected and protected within a global brand. Do you agree?
(Strongly agree / Agree / Neutral / Disagree)
- Q2.3 – Does your Club have historical elements (logo, name, traditions, events) that should be protected and recognized as part of the global identity?
(Yes / No / Not sure)
- Q2.4 – What specific improvements or additions would you suggest for how Skål International handles communication and branding?

Section 3: Congress Organization & International Events

- Q3.1 – Should the Congress evolve toward a more strategic and business-driven format as proposed?
(Strongly agree / Agree / Neutral / Disagree)
- Q3.2 – What types of international trade shows should Skål International prioritize?
(Select all that apply)
 - ITB Berlin
 - FITUR Madrid
 - Arabian Travel Market
 - Africa Travel Indaba
 - PATA Travel Mart
 - WTM Latin America
 - Regional tourism trade shows (please specify)
- Other suggestions (please describe)

Section 4: ESG Certification & Standards

- Q4.1 – Should Skål International pursue ESG Certification as a formal strategic goal?
(Yes / No / Only if funded externally / I need more information)
- Q4.2 – Would your Club be interested in ESG alignment or certification at local level if a model were provided?
(Yes / No / Possibly in the future)
- Q4.3 – Additional comments or concerns:

Section 5: Club Growth & Empowerment

- Q5.1 – Please select up to 3 business themes your Club would like to see included in Skål's global opportunity calendar.
(Examples: European outbound to the Caribbean, US high-value travel to Southeast Asia, African destinations to EU/MENA, etc.)

- Q5.2 – What kind of support from SI would help your Club grow or gain visibility?

Section 6: Technology & Digital Infrastructure

- Q6.1 – What digital tools do you consider essential for Skål International to maintain or develop? (Examples: Voting system, Member database, Calendar, Messaging, Award platform, etc.)
- Q6.2 – Does your Club face technical or access issues with the current digital tools provided?
(Yes / No)

Section 7: Implementation & Oversight

- Q7.1 – How frequently should Skål International report to Clubs on the implementation of the Strategic Mandate?
(Monthly / Quarterly / Every six months / Annually)
- Q7.2 – Would your Club support the creation of a Club-Mandate Oversight Group composed of representatives from each Area? This group would be independent from the SI Board, chosen by the Clubs, and would report directly to them.
(Yes / No / Not sure)

General Comments

- Q8.1 – Are there any important responsibilities or strategic areas missing from this document?
- Q8.2 – Do you have any final comments, proposals, or amendments?