



NAF Strategy

2023 - 2026

Purpose

- Share knowledge, best practices and exchange ideas to support the development of common interests of NAF members.
- Share best practices across associations in order to make the local association more (cost) effective and innovative.
- Collect, share and present statistics about the Nordic markets.



Goals for 2023-2026

- Further stimulate NAF co-operation through networks for members of the local associations.
- Increase status and reputation of the profession.
- Continue development of sustainable reporting and also promotion of tools such as NSRS.
- Our members should become first choice of advisors for companies.
- Our members' profession should be the students first choice.
- Help our members to utilize more digital finance processes in order to increase their profitability and growth.



How to reach the goals

Meetings and networking

- Annual NAF Board meetings.
- CEO meetings when needed.
- Match Making Board (MMB) and other relevant member meetings.
- Working committees with associations functional experts when needed.

Branding

- Support industry brand across the countries by sharing best practices and communication materials.

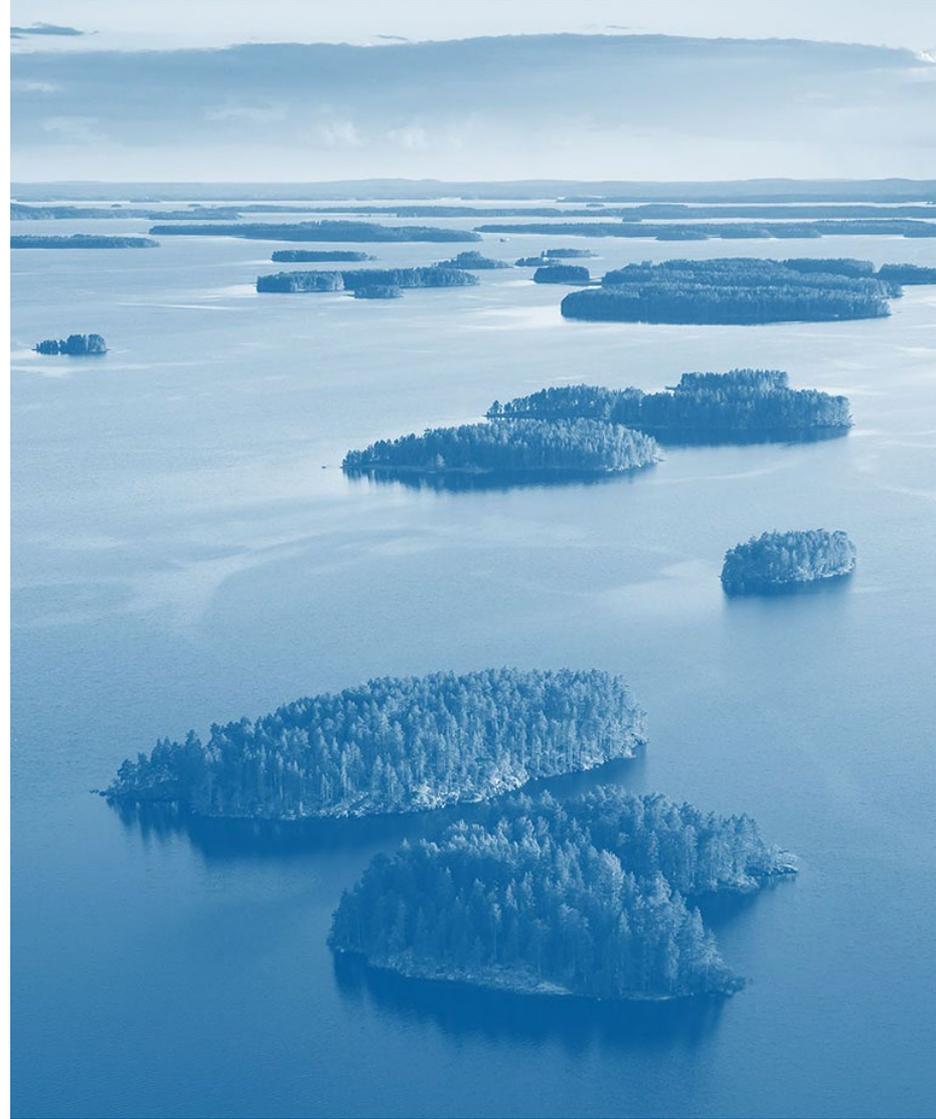
NAF communication

- Further develop joint NAF-homepage. Where relevant use social media.
- Share NAF activities with members locally.



Communication

- Share interesting information and NAF meeting updates within social media and through member channels and newsletters.
- Maintain NAF website and sub-sites (NSRS), link to each others' websites with relevant information in English.



Activity plan

1. Arrange networking and best practice sharing sessions between i) marketing & communications and ii) training functions.
2. Increase co-operation and networking between members.

Presidencies:

2023 - Finland,
2024 - Denmark
2025 - Sweden
2026 - Norway

