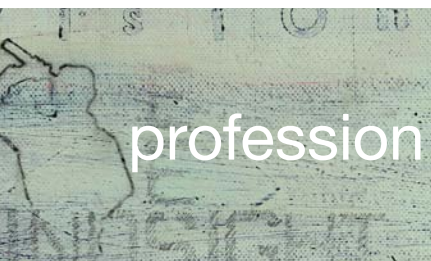




## Organization Overview



## What is the APF?

The Association of Professional Futurists is a growing community of professional futurists dedicated to promoting professional excellence and demonstrating the value of futures thinking. Founded in 2002 the APF has a global constituency; our members are foresight professionals from around the world who work in Fortune 100 companies, consultancies, education, non-profit organizations and the private sector.

## What are the goals of the APF?

The APF has three main goals:

1. **Promote professional excellence in the field**
2. **Grow the community of professional futurists**
3. **Demonstrate the value of futures thinking**

### 1 APF is promoting professional excellence in the field by developing standards, identifying best practices, and innovating new techniques for understanding the future.

**Professional Excellence includes:**

- Professional development
- Sharing knowledge within the field
- Identifying and promoting best practices
- Developing standards for the field
- Promoting professional ethics
- Innovating new techniques

### 2 APF is growing the community of professional futurists by hosting member events and supporting an online community where futurists can exchange ideas and best practices.

**Our activities include:**

- Hosting an annual conference each year in a unique setting that applies cutting edge thinking to futures practice. Our 2006 conference was in Santa Fe, New Mexico, where we applied chaos and complexity theories and social network analysis to futures problems.
- Supporting an online community on the APF listserv where futurists exchange ideas and best practices.
- Publishing a bi-monthly electronic newsletter called Compass.

### 3 APF is demonstrating the value of futures thinking by acting as an advocate for professional futurists, conducting media outreach and pointing people towards the resources that can best meet their needs.

**APF is demonstrating value by:**

- Acting as an advocate for professional futurists by promoting the profession and showing the value of futures thinking to those not familiar with it yet.
- Conducting media outreach to help the media better understand what futures thinking is.
- Connecting the media with futurists who are experts in specific subject areas.
- Hosting speaker and consultant directories.
- Profiling members on our web site.



## Organization Overview



## Membership

APF Membership is aimed at those having futures credentials or professional positions that use futures methodologies and thinking, and who desire to practice and understand the multidisciplinary nature of futures work. Members are also actively committed to refining and promoting the futures profession itself and to helping the public understand and appreciate what it offers.

### The APF offers three levels of membership:

#### Full Membership

Full Membership is available to those applicants who meet a minimum of two qualification criteria: being employed as a consulting or organizational futurist, obtaining a post-graduate degree in Futures Studies, or demonstrating competence in speaking, writing or teaching futures studies.

#### Provisional Membership

Provisional Membership a temporary category for those applicants who do not immediately qualify as full members. The maximum time period for provisional membership is two years, during which time the provisional member agrees to work toward fulfilling the requirements for Full Membership. If the provisional member has not met the requirement for full requirement by that time, their membership in APF will not be renewed.

#### Student Membership

Student Membership is available to students who are currently enrolled in a course(s) or university program in futures research, futures studies or a comparable field.

## Membership Benefits

### Advancing Professional Excellence

- Continuing education & networking
- Professional development conferences
- Annotated bibliography linking to recommended futures books, articles, web sites

### Facilitating Network & Community Building

- Our unique face-to-face gatherings
- Monthly Newsletter reporting on latest developments in the profession
- Listserv discussions on a wide range of topics
- Affinity groups focused around topics of interest

### Promoting the Unique Value Proposition of Futures Work

- Collective advocacy on behalf of the field to public and media
- Speakers and consultants directories to showcase your offerings to potential clients looking for assistance
- Leads / referrals from prospective clients
- Appellations to communicate your standing as a professional futurist