Get Your Members On-Board
Useful Tips & To Do’s to Drive your Membership Engagement

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Managing Director, Dovetail Creative,
AGENDA

• Member Engagement – what is it?
• Effective Communication
• Engaging members 365
• Measuring Engagement
• Your Engagement Plan
What is Member Engagement?
The interactions between a membership organisation and its members, or the relationship members have with their membership organisation – The Member Experience

Member Value is the positive outcomes delivered via member benefits, then Member Engagement is the relationship to achieve those outcomes

Member Engagement leads to increased member loyalty, or retention, as when members are engaged then they are more likely to stay. It aims to take the relationship beyond the transactional and into the emotional or meaningful
The Importance of Member Engagement

**Increase Usage**
Engagement can be used to increase usage of services by members

**Get Feedback**
Engagement can be deployed to gather feedback on services and respond to members' ideas and feedback.

**Gather Data**
Engagement can be used to gather data on membership interests and demographics. This data can be in turn used to power better personalisation.
Challenges
• Our members are too busy

• It's always the same members engaging

• Our members don’t see the value we offer

• We don’t understand our members needs

• All of the above

• None of the above
IABM helps make sense of the digital transformation happening in the Broadcast, Media & Entertainment technology landscape. We are the trusted, effective and influential source for business intelligence, engagement and skills development. We connect, share knowledge and promote collaboration.

### Annual Corporate Membership

- **Platinum Member**: £12,300
- **Gold Member**: £4,500
- **Silver Member**: £1,750/£900
- **Start-Up Member**: £550
- **Bronze Member**: £750
IABM – Where they were

• No engagement strategy
• Member Applications were not integrated
• Time consuming, there was no one dedicated
• Usage of IABM services were too low according to both quantitative and qualitative research conducted. Most members blame time pressure for low usage and in some cases, that is certainly the case
• However, it is not just time. Some research participants also mentioned lack of personalization, lack of content curation and the fact that what IABM provides is not essential to what they do
• The content and services provided by IABM often went to a gatekeeper – generally an IABM promoter – before reaching other employees at member organizations.
• Lack of data and understanding on potential members and potential to convert together with historical info
THE STRATEGY

• Engagement Strategy
• Invested in Technology ££
• Onboard the team and employed a dedicated resource
• Personalisation
• Deepened the existing database of member contacts to improve penetration in member and partner organisations
• Implemented annual member benefit & value statements
• Online self-service member areas
• Used member engagement strategy as a data gathering tool
• Actively promote the benefits
COMMUNICATIONS

- New Members
- Renewals
- Main contact points
- Find out about them
- Talk them through relevant benefits and follow up
Onboarding email programme

WEEK 0 TO WEEK 52/56 (dependent on end point)

Welcome Day 0

Segmented content

Inspiration

Campaign content

Year one renewals

Reactivation series for lapses

WEEK 42 to WEEK 56
• Understand needs
• Segment
• Make them feel special
• Make the most of what you have
• Personalisation
• Do less, be more specific
How do you engage?
● Annual event
● Virtual Events
● Regular Emails
● Social media
● Surveys
● Regular phone calls
Engaging our Members 365

The annual event comes once per year, how do we keep the conversations going?

- The move to digital
- Doesn’t always have to be transactional activity – emotional/experience related too
- We can track what our members click on and what events they book – what we really want is for them to be involved so that there is also an emotional connection
TOP 10
Special Interest Groups
Events
Social
Matchmaking
Campaigns
Their Content
Technology
Awards
Measuring Engagement
• Downloads
• Event Attendance
• Email opens
• Social media Interaction
• Survey Responses
What elements of member engagement is your association tracking?

(Multi-select, shows percent of respondents who selected each option)

- 86% Event attendance
- 67% Committee participation
- 73% Email & web analytics
- 44% Online community
- 48% Online or continuing education enrollment
- 45% Social media interactions
- 39% Product purchases
- 32% Volunteerism
- 31% Chapter participation
- 2% Other
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DEMONSTRATE VALUE

- Tell them!
- Internal alerts
- Marketing

Silver IABM Members pay £900 for their membership and on average use benefits to the value of £3,800 over 12 months.
ANALYSE

• Benefits Usage
• Members at Risk
• Upgrades
• Benchmark
Considerations

Not just transactional

Emotional
- Positive and negative experiences
- Personal engagement year round
- Challenge – full team buy in is crucial

A tailored approach

Make engagement easier
  - Automation
  - Self Serve
  - Integration
  - Central point of contact

![Graph showing engagement over time with peaks and troughs and regular engagement.](image-url)
Emotional Benefits

In today's market, where customers have an abundance of choices and are looking for more personalized experiences, emotional member benefits can be a key differentiator for an organization. By offering emotional benefits, an organization can provide a more holistic experience for its members, which can lead to higher engagement, retention, and advocacy. Emotional benefits can also help members feel more connected to the organization's mission and values, which can lead to a greater sense of purpose and fulfilment.

Emotional member benefits in addition to transactional ones can help an organization create a more meaningful and valuable relationship with its members, which can lead to long-term loyalty and success.
Emotional Benefits – Some ideas

• Member of a working group/board
• Local ambassador
• Service award – number of years as a member
• Mentoring/supporting personal growth
• Groups of likeminded people
• Recognition and appreciation: Recognizing and appreciating members for their contributions, achievements, or loyalty
• Fundraising/advocacy
How can we bring the national branches and "big IAM" closer together?
I want to grow my business

What opportunities are available through the WEC to develop business opportunities with the wider HR Services industry?

Join
Join WEC annual conference to network with other members and/or commercial partners

Explore
Explore industry trends in a compliant way with other HR Services companies through WEC member groups

Access
Get access to market intelligence to inform your business decisions (regulatory framework, market size...)

Interact
Interact with SIA experts thanks to WEC-SIA partnership

Connect
Get facilitated access to WEC national federations to understand the market and discuss possible business links

Exchange
Collaborate with competitors in a safe and compliant environment
Discover your NoLimits Business Community!

Business Community Membership Programme

Joining the NoLimits Community will give you no risk access to FREE resources to support you as well as a pathway to learn and grow through more in depth programmes over time.

We believe that every business should have the opportunity to access material and growth information to help them learn and grow. By becoming part of your local Business Community through our Membership Programme, you can take advantage of these opportunities.

For further information or to join, visit our website at www.nolimits.actioncoach.co.uk

www.nolimits.actioncoach.co.uk
Being a business owner can be incredibly overwhelming. You’re great at your craft but often left feeling lost in the other areas of operations, like sales calls, social media engagement or bookkeeping!

You are not alone! Many entrepreneurs face these same challenges every day.

What is Community Membership?
A community is a group of people who share a common identity, interest, or purpose. As a business owner, you are one of the pioneers in this country, being brave enough to take the risk but learning the hard way has always been seen as a badge of honour. The NoLimits team believes there is a better way, a way to learn, a way to teach yourself and share that knowledge with your peers, if only the resources were freely available!

The ActionCOACH NoLimits Community is here to help. For free to join, free to communicate and share knowledge, free to consume content to help you, but with a path to more when you are ready!

Join us today...

Connect, Collaborate and Grow with NoLimits
Discover your NoLimits
Business Community!

For further information or to join the Business Community Membership Programme

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www.nolimits.actioncoach.co.uk

Connect, Collaborate and Grow with NoLimits
• What results will I see?

• What is the perceived value

• Benefits overwhelm!

• Fancy benefits names that don’t mean anything to the customer

• Transactional benefits only!
• https://apv.chickpea.la/vitality_uk/video?uid=2afd8da3-5804-49bc-a8a0-8f6e1e973951&utm_source=mc&utm_medium=email&utm_content=3036988&utm_name=&utm_term=
SUMMARY

- Do you have a clear strategy for member engagement?
- Do you have a solid Member Value Proposition?
- Can you articulate the value of membership?
- Are you making it easy for members to engage with you?
- Are you engaging routinely throughout the year?
- Do you have an emotional relationship with members?
- Are you delivering personalization and relevance for members?
THANK YOU

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