MemberWise

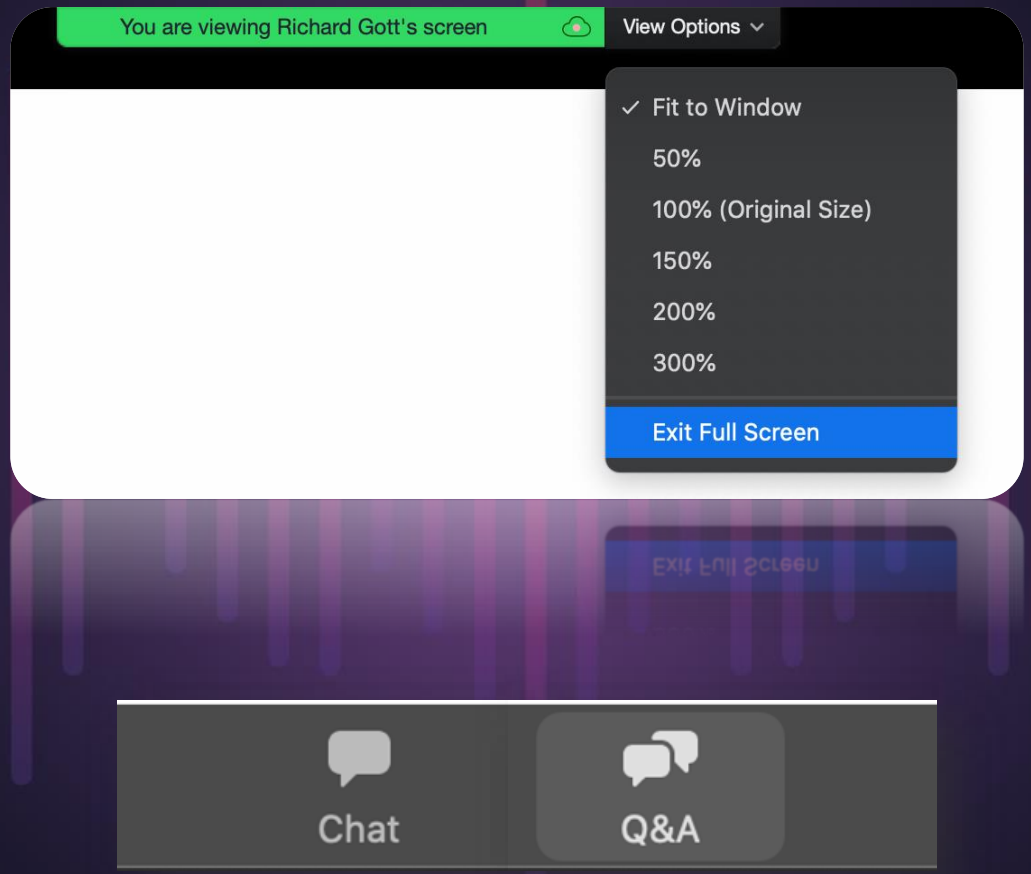
LIVE WEBCAST

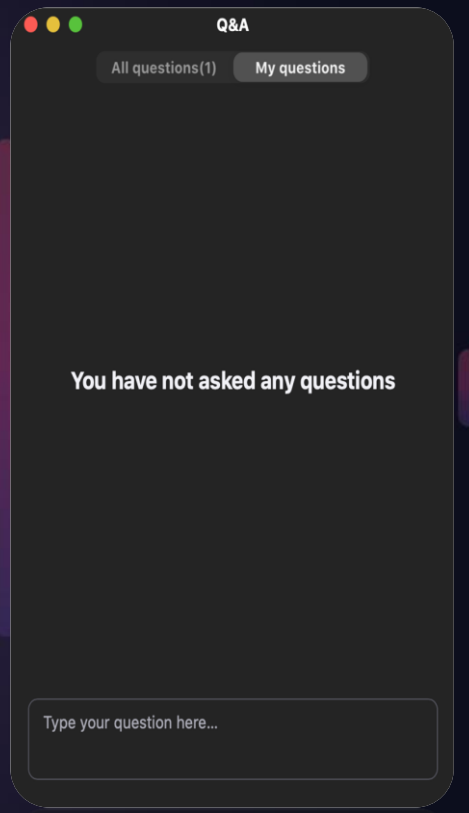
MemberWise Webcast

Tuesday 6th February 2024

Webcast Functionality

- View options
- Comments
- Questions
- Polls
- Recorded





The MemberWise Webcast

Turning Your New Year's Resolutions into Tangible Membership Improvement

What we will discuss today…

- Understand the key resources available to you as a MemberWise Network Member
- Hear about specific areas covered by our resources and how they can help
- Learn how fellow Membership/Association Professionals are turning New Year's Resolutions into positive member focused outcomes/outputs
- Be inspired by the actions of these individuals to 'Return to the Office' and deliver similar positive actions

Today's Presenters & Guests…

- Richard Gott, Founder & Chair, MemberWise
- Jo Stamp, Director of Content & Delivery, MemberWise
- David D'Souza, Director of Profession, CIPD
- Emma Day, Director of Membership, British Horse Society

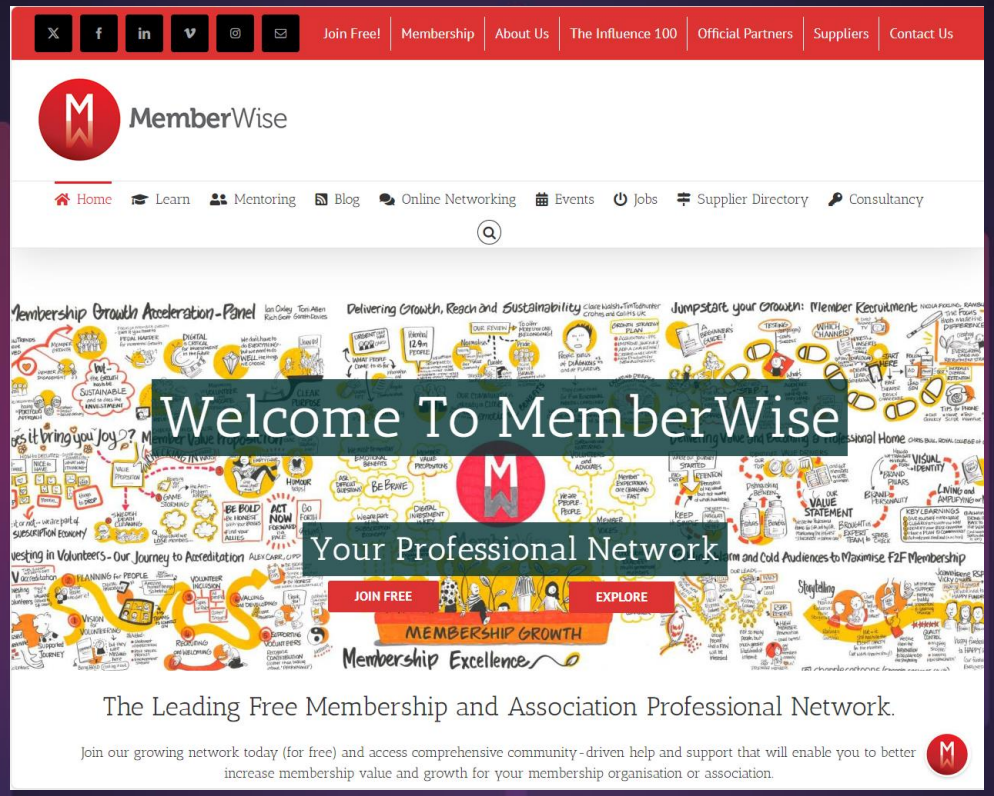
If you like what you see…

- Explore our resources
- Share with colleagues
- Provide us with feedback

How we can help

Tools & Resources to Support You

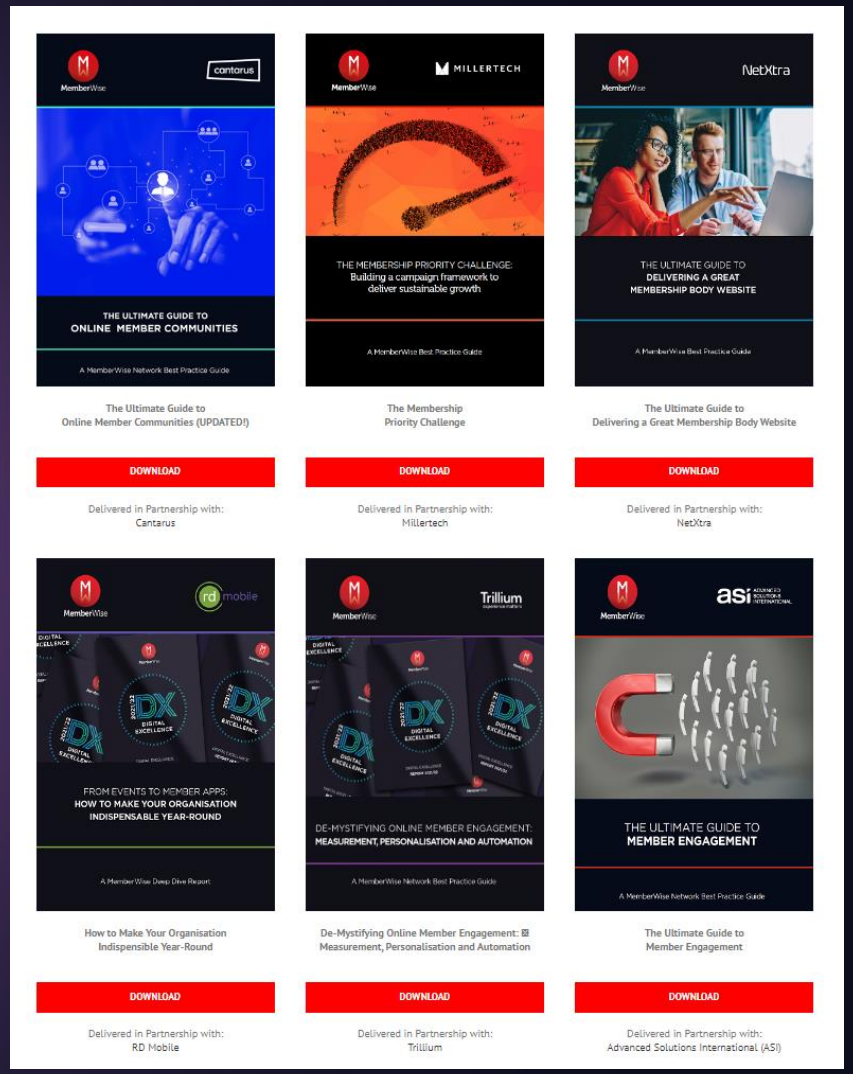
Network Website



www.memberwise.com

Network Website

- Ultimate Guide Series
  - *Online Member Communities*
  - *Delivering a Great Website*
  - *Member Engagement*
  - *Member Apps*
- MemberWise Guide to Procurement & Selection
- MemberWise Blog
- Events Diary



Supplier Directory

- 170 Solution Providers (mostly UK based)
- All ‘Get Membership’
- Suppliers pay to feature
- Searchable via Category or Free Text
- Most Popular Sections:
    - *AMS/CRM*
    - *Digital Agencies / Websites*

Audio Visual (4)
- Audio Production (0)
- AV Services (1)
- Photography (2)
- Video Production (4)

Consultancy (73)
- Business/Strategy Consultancy (37)
- Independent CRM Consultancy (10)
- Membership Consulting (5)
- Staff Training / Facilitators (9)
- Technology Consultancy (30)

CPD, Learning & Assessment (19)
- Assessment & Examinations (3)
- CPD Content (8)
- e-Learning / LMS (11)
- Mentoring & Coaching (3)

CRM/AMS/Membership Database (44)
- CiviCRM (3)
- iMIS Member Engagement Platform (2)
- Microsoft Dynamics Platform (8)
- Salesforce Platform (5)
- Specialist CRM Platforms (16)

Data Management & Use (22)
- GDPR / Data Security (7)
- GDPR Consultancy (3)
- GDPR/Data Protection Training (3)
- Quality, Reporting & Measurement (14)

Digital Services & IT Support (52)
- Cloud Services (15)
- Digital Services (30)
- Information Technology Services (9)

Employment/Careers (1)
- Career Development (1)
- Recruitment Agencies (1)

Environment & Sustainability (3)

Events & Conferences (17)
- Event Planning & Management (7)
- Face-to-Face Event Services (3)
- Sponsorship & Exhibition (1)
- Venue Finding, Venues & Accommodation (1)
- Virtual Event Platforms & Services (7)

Finance, Payments, Accounting (19)
- Accountancy Services (4)
- Auditors (3)
- Fee Collection & Invoicing (6)
- Insurance (1)

Governance & Compliance (12)
- Accreditations (1)
- Governance (6)
- Legal (2)
- Voting (3)

Marketing, Comms & Design (55)
- Branding & Design (24)
- Marketing (36)
- Public Relations (PR) (4)
- Telemarketing (3)

Member Benefits (9)
- Affinity Schemes (4)
- Virtual Membership Benefits/Packs (2)

Member Research (11)

Mobile Apps (23)

Online Community Platforms (24)

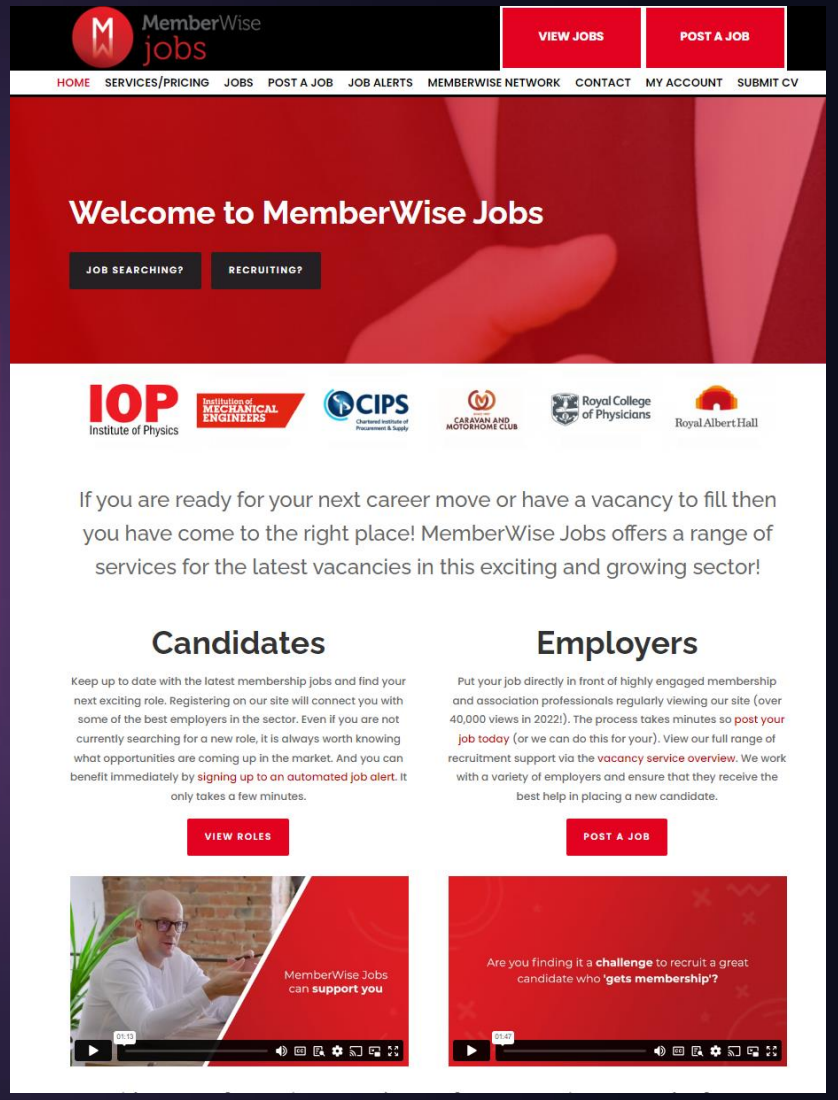
Outsourcing Services (17)
- Association Management (9)
- Finance Management (1)
- HR Services (3)

Publishing, Print & Fulfilment (20)
- Print & Fulfilment (7)
- Publishing (13)

Websites (59)
- Content Management Systems (CMS) (28)
- Website Design / Build (41)

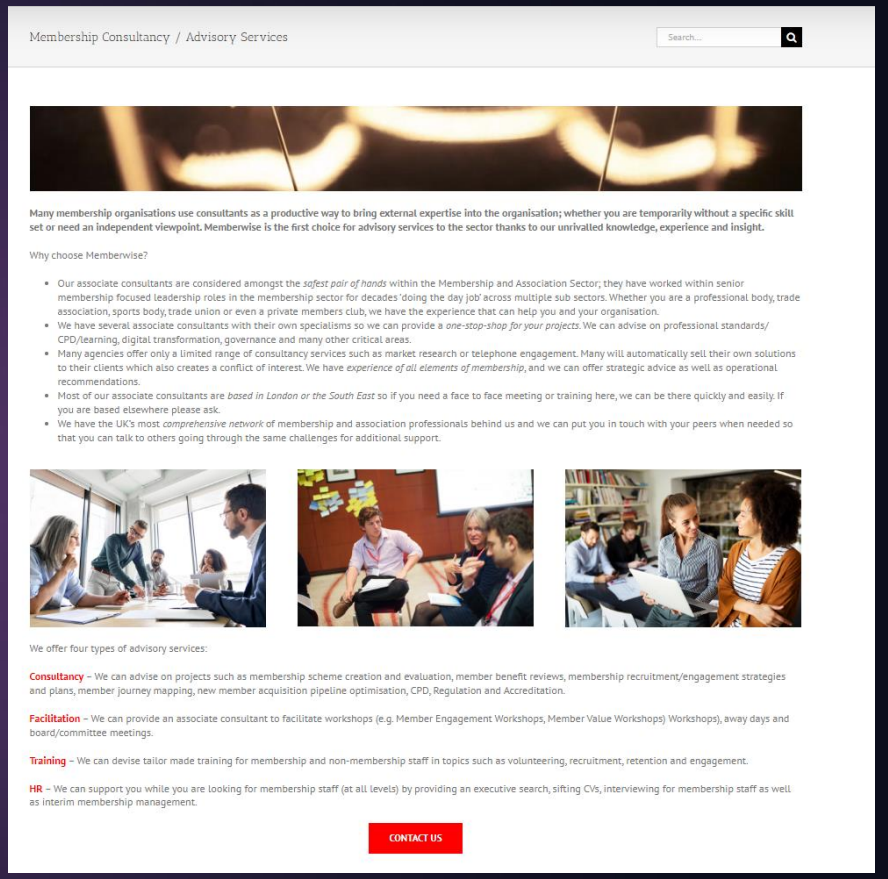
MemberWise Jobs Board

- Search the latest vacancies
- Promote any member facing role
- Roles promoted via the network
- A solid place to find candidates who ‘Get Membership’
- Candidate Search & Screening
- External Panel Members for Interviews
- Membership Staff Duties Review



Membership Advisory Services

- Consultancy
  - *Member Engagement Review & Strategy Creation/Development*
  - *New Member Acquisition optimization*
  - *Member Value Review / Recommendation Reports*
  - *Member Knowledge Services Reviews*
  - *Regional Services Reviews*
- Facilitation
  - *Member Value Proposition (MVP) Creation or refresh*
  - *Member Value Driver Evaluation & Member Benefit Evaluation*
  - *Objective Setting / Agreement*
- Membership/Focused Training



Membership Consultancy / Advisory Services

Search...

Many membership organisations use consultants as a productive way to bring external expertise into the organisation; whether you are temporarily without a specific skill set or need an independent viewpoint. Memberwise is the first choice for advisory services to the sector thanks to our unrivalled knowledge, experience and insight.

Why choose Memberwise?

- Our associate consultants are considered amongst the *safest pair of hands* within the Membership and Association Sector; they have worked within senior membership focused leadership roles in the membership sector for decades 'doing the day job' across multiple sub sectors. Whether you are a professional body, trade association, sports body, trade union or even a private members club, we have the experience that can help you and your organisation.
- We have several associate consultants with their own specialisms so we can provide a *one-stop-shop for your projects*. We can advise on professional standards/ CPD/learning, digital transformation, governance and many other critical areas.
- Many agencies offer only a limited range of consultancy services such as market research or telephone engagement. Many will automatically sell their own solutions to their clients which also creates a conflict of interest. We have *experience of all elements of membership*, and we can offer strategic advice as well as operational recommendations.
- Most of our associate consultants are *based in London or the South East* so if you need a face to face meeting or training here, we can be there quickly and easily. If you are based elsewhere please ask.
- We have the UK's most *comprehensive network* of membership and association professionals behind us and we can put you in touch with your peers when needed so that you can talk to others going through the same challenges for additional support.

We offer four types of advisory services:

Consultancy – We can advise on projects such as membership scheme creation and evaluation, member benefit reviews, membership recruitment/engagement strategies and plans, member journey mapping, new member acquisition pipeline optimisation, CPD, Regulation and Accreditation.

Facilitation – We can provide an associate consultant to facilitate workshops (e.g. Member Engagement Workshops, Member Value Workshops) Workshops), away days and board/committee meetings.

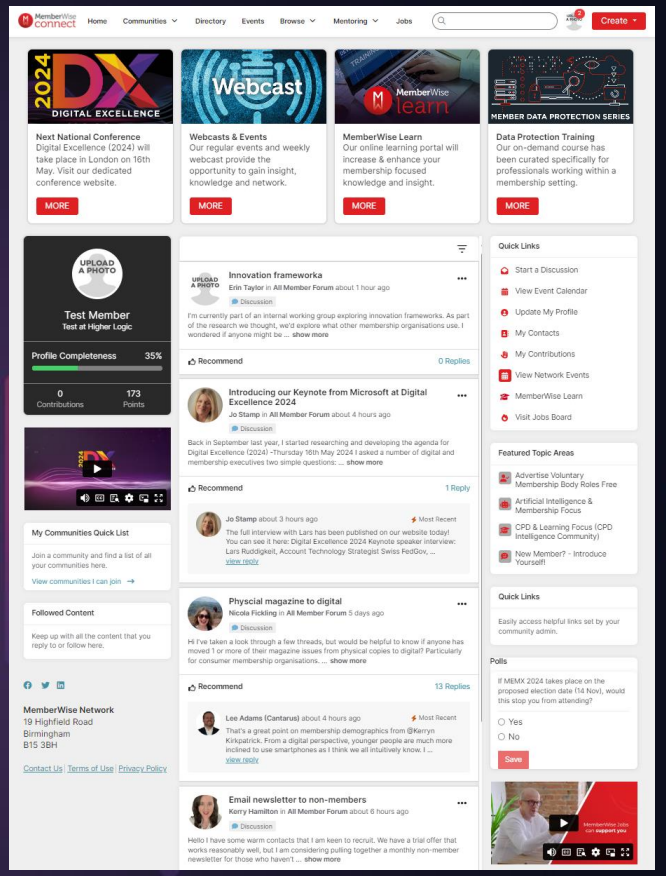
Training – We can devise tailor made training for membership and non-membership staff in topics such as volunteering, recruitment, retention and engagement.

HR – We can support you while you are looking for membership staff (at all levels) by providing an executive search, sifting CVs, interviewing for membership staff as well as interim membership management.

CONTACT US

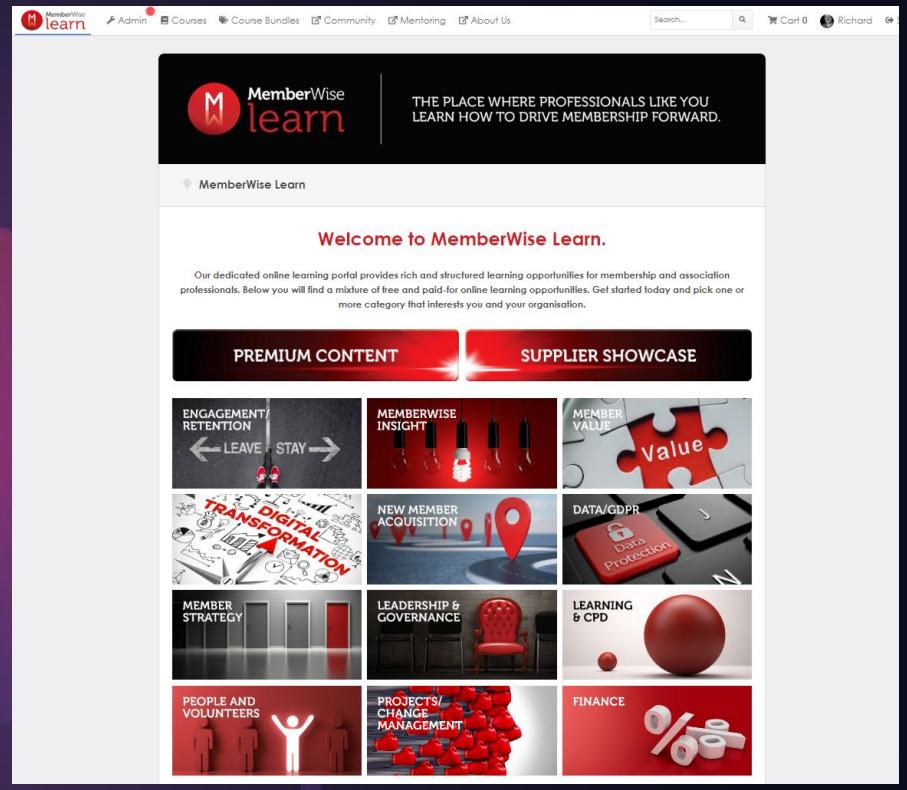
MemberWise Connect

- Our online professional community
- Ask & Answer Peer-to-Peer Questions
- Sub-Communities
  - Membership Ireland
  - CPD Intelligence Community
- Member Directory / Event Calender
- Online Mentor Programme
- Best Practice Library



MemberWise Learn

- On Demand Courses
- On Demand Webcasts
- Structured by Category
- Free text search
- Premium Content
  - *Membership on Track*
  - *MEMX / DX On-Demand*
  - *Data Protection – Full & Starter*



Membership Solution Days

- Free to attend
- Manager Level + / 10 FTE Staff
- Member Engagement / Retention Topic
- 24th April 2024 / 17th October 2024
- Novotel London West hotel
- Network Insight
- Sponsored content / Speed Networking
- Best Practice Sharing

MemberWise

MEMBERSHIP SOLUTIONS DAY

Digital Excellence (2024)

- The largest digital/membership focused conference and exhibition in the UK/EU
- Thursday 16th May / Novotel London West
- 36+ Educational Sessions
- Industry Expert Sessions
- LIVE Solution Demonstration Zones
- Early Bird & Group Discounts now available
- Don't take my word for it…

Membership Excellence (2024)

- The largest membership focused conference and exhibition in the UK/EU
- Thursday 14th Nov / Novotel London West
- 36+ Educational Sessions
- Industry Expert Sessions
- LIVE Solution Demonstration Zones
- Registration open in a few months
- Visit www.membershipexcellence.com

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