



MemberWise



MemberWise Webcast

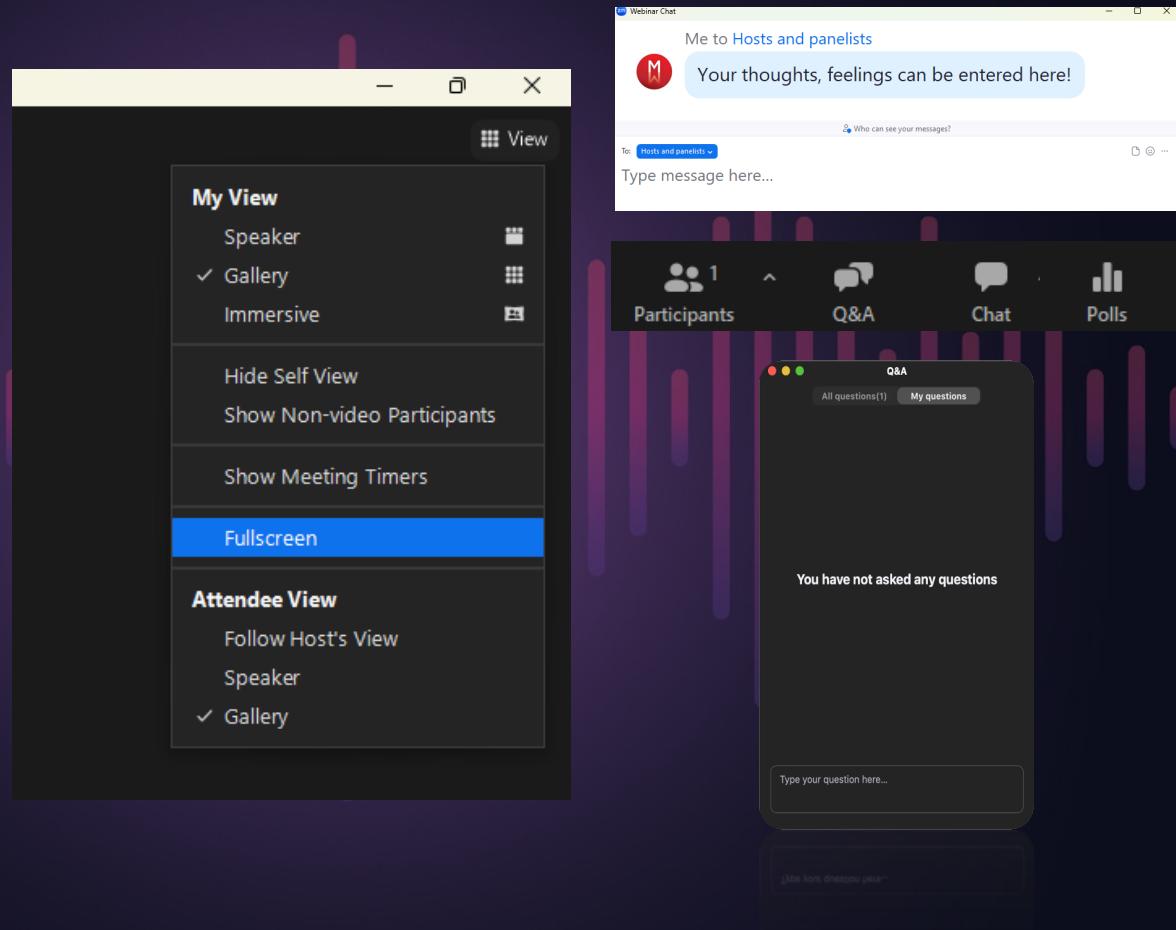
In partnership with:



Thursday 13 March 2025

Webcast Functionality

- View Options
- Comments
- Q&A Tab
- Polls
- Recorded



Learning Objectives

1. **Understand why engagement** matters & how mobile applications offer a unique opportunity
2. **Hear real-world examples** of membership bodies that are strengthening connections, delivering value & succeeding with member mobile applications.
3. **Learn how to start &** choose a year-round mobile platform

In Partnership with:



Setting the Scene

- Engagement remains a Top 3 Priority in 2025 (along with growth)
- Today, we explore 5 Key Strategies to help your organisation

Unlocking Member Engagement: 5 Key Strategies for 2025 Success

In Partnership with:



Today's Presenters



Michael Jones

VP of Mobile
Technologies



Andrius Remeikis

VP, EMEA Growth
& Partnerships

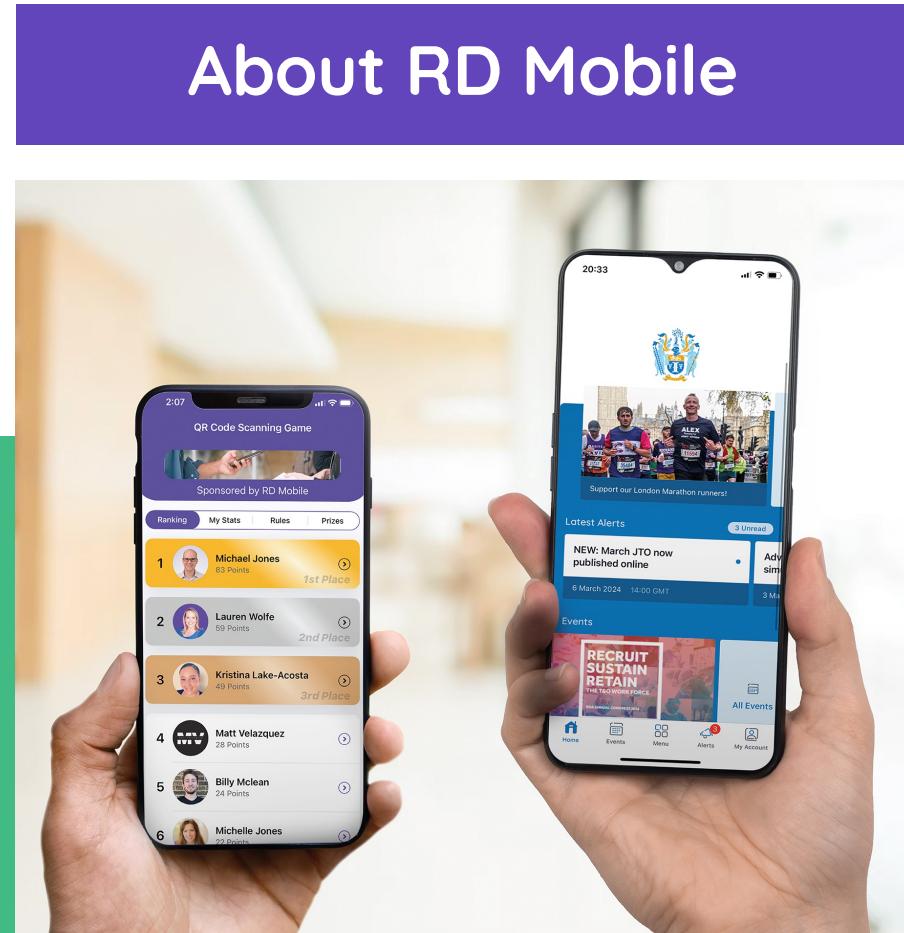


Katie Atkinson

President &
Co-Founder



- ✓ Conference & Event App
- ✓ #1 App for Member Bodies



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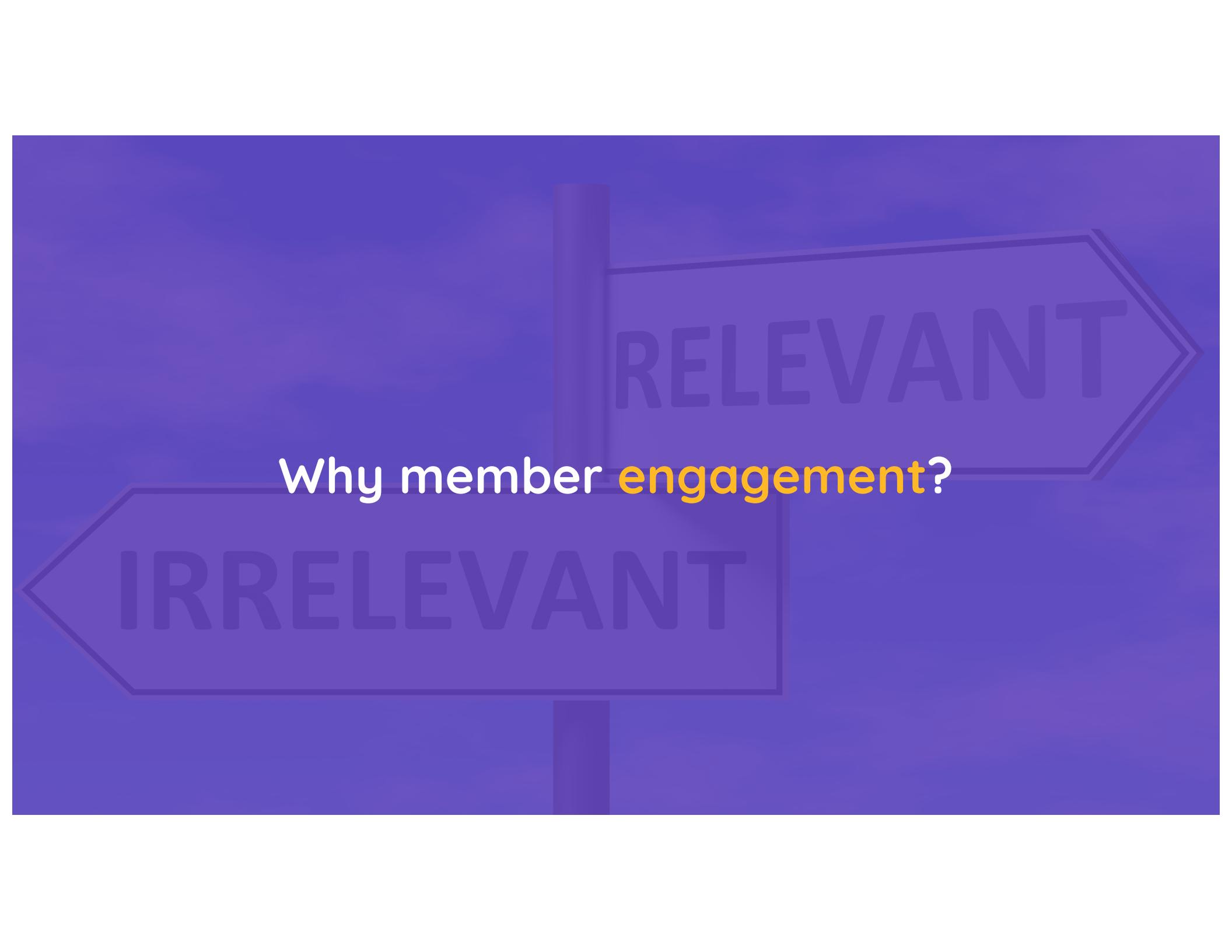


- ✓ Year-Round Member App
- ✓ Includes Event App

400+ Global Clients & 6,000+ Events



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RELEVANT

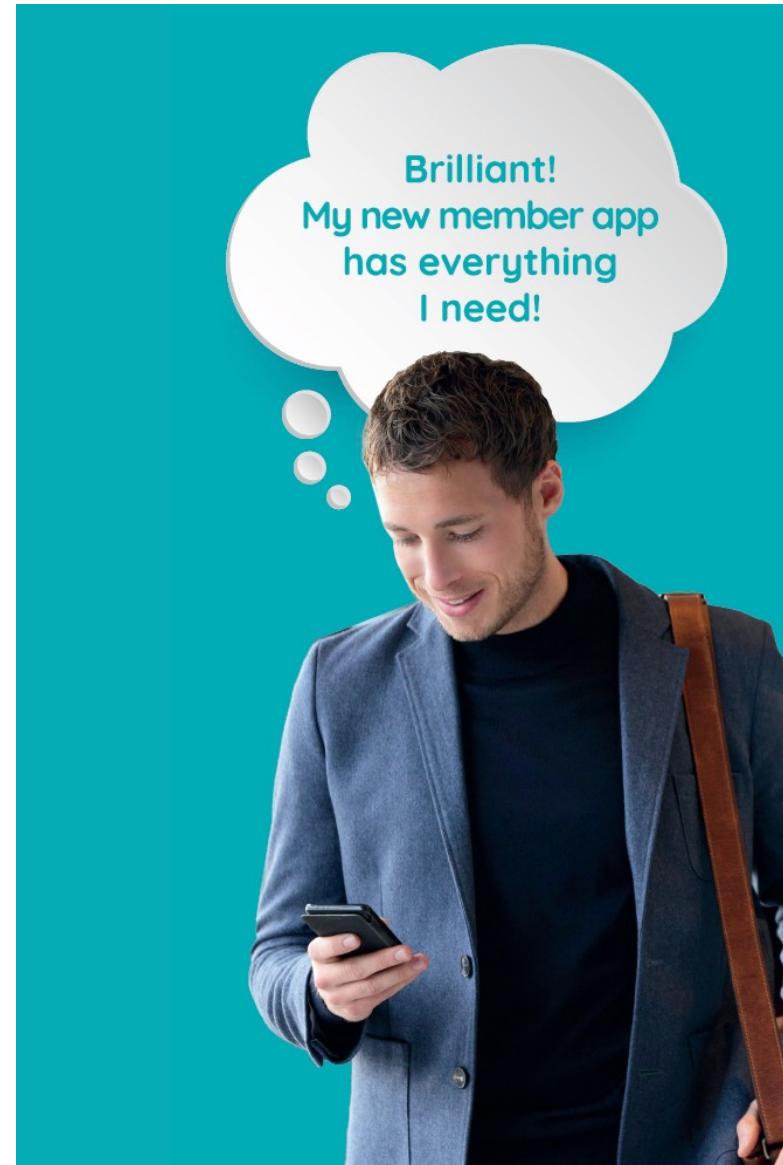
Why member **engagement**?



Poll: What are your member engagement priorities for 2025?

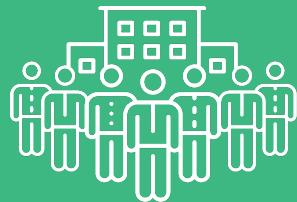
Leveraging Your Unique Value

- ✓ Acquire New Members
- ✓ Retain Existing Members
- ✓ Attract Next Generation of Professionals
- ✓ Increase Revenue
- ✓ Build Stronger Community



Where Engagement Happens

YOUR ASSOCIATION



COMPUTER



PHONE



IN-PERSON
EVENTS



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Smartphone & App Usage

Smartphone Usage

	Ages 18-29	Ages 30-49	Ages 50-64	Age 65+
Cellphone	99	99	98	94
Smartphone	97	97	89	76

 Pew Research Center

MOBILE-ONLY

MULTI-PLATFORM

DESKTOP ONLY

16%

68%

17%

 comscore

MONTHLY HOURS PER VISITOR

79.3

5.5x

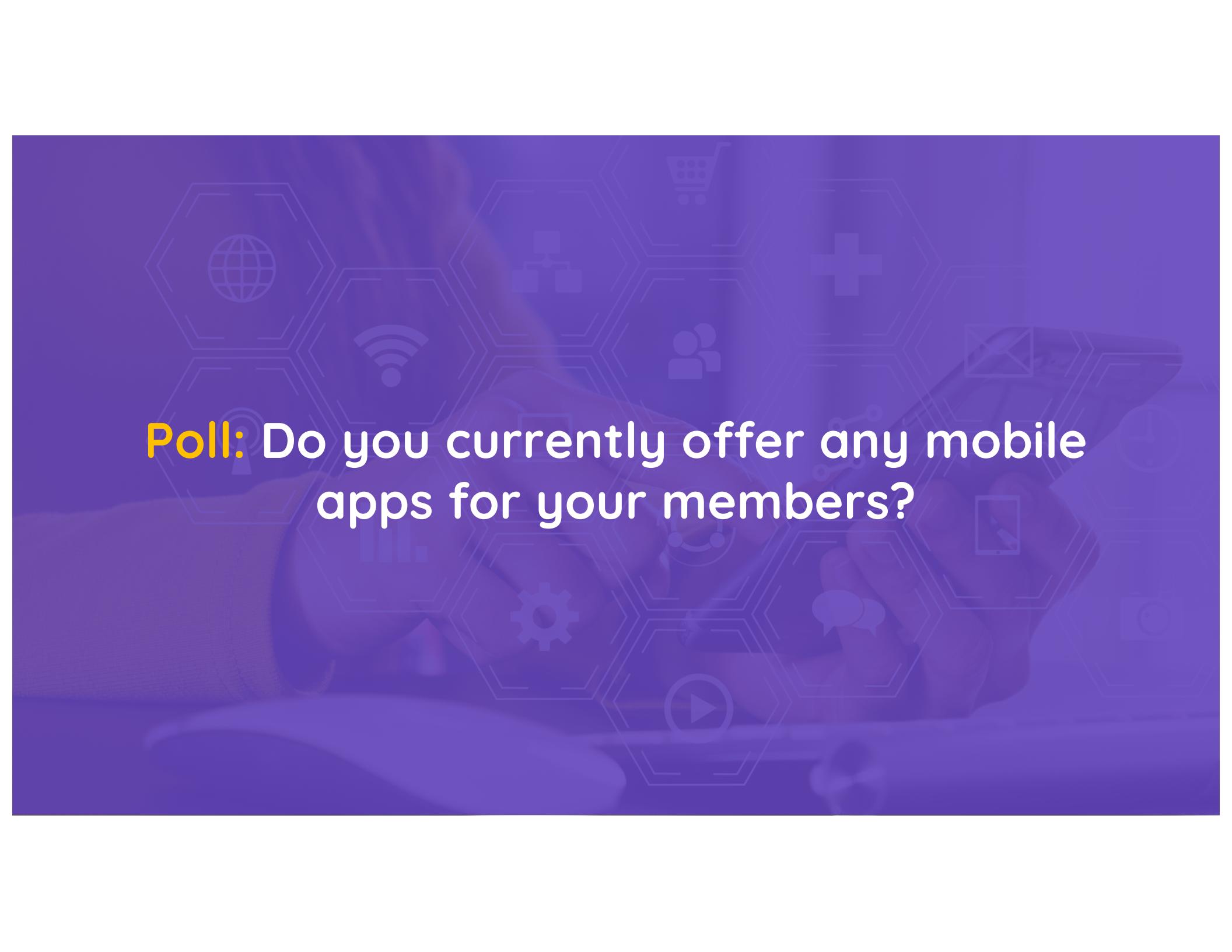
MOBILE
WEB

14.7

APP

MOBILE WEB

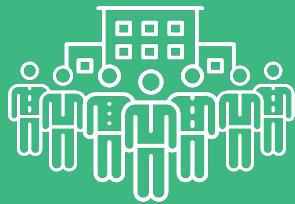
 comscore



Poll: Do you currently offer any mobile apps for your members?

The 4 C's of Engagement

YOUR ASSOCIATION



COMMUNICATIONS



CONTENT



CONFERENCES



COMMUNITIES



COMPUTER



PHONE

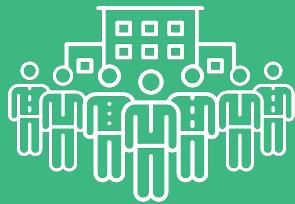


IN-PERSON
EVENTS



Member Engagement Platform

YOUR ASSOCIATION



COMMUNICATIONS



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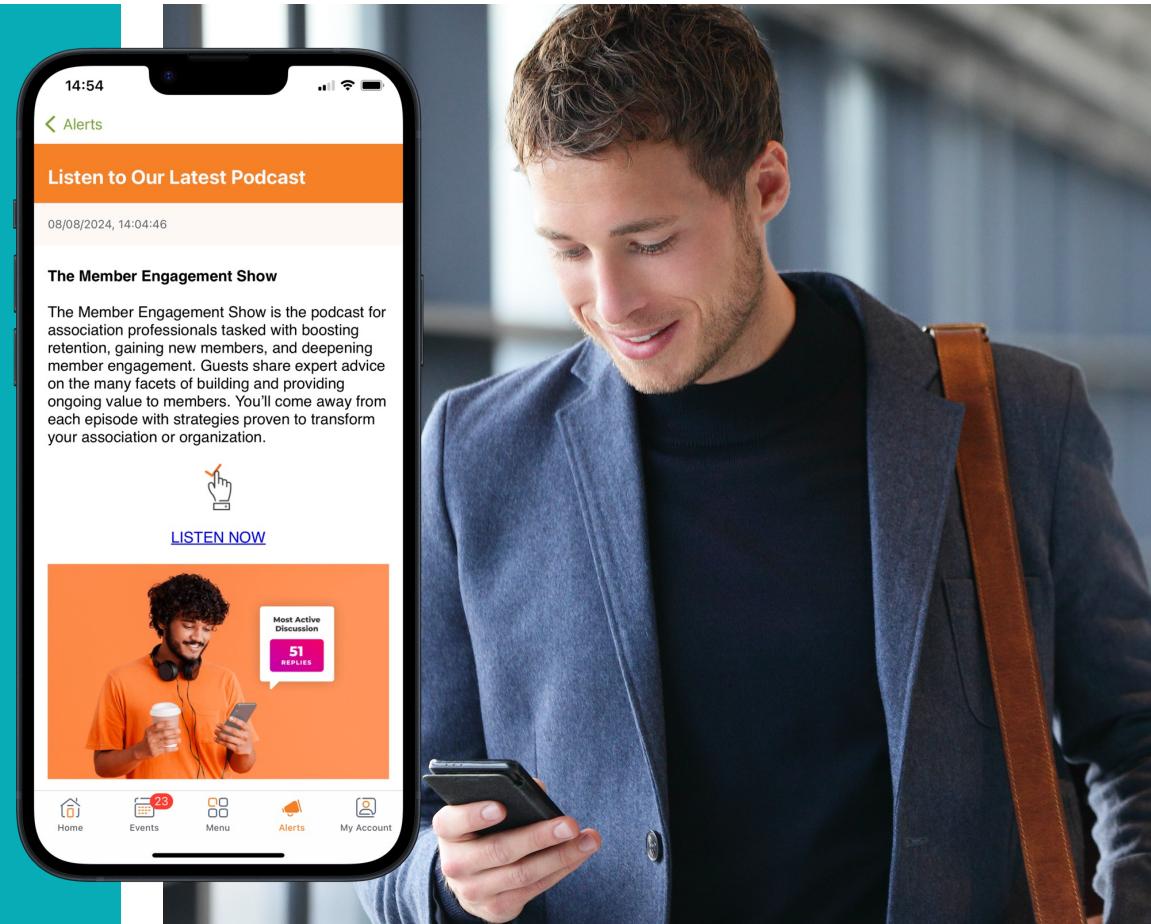
IN-PERSON
EVENTS



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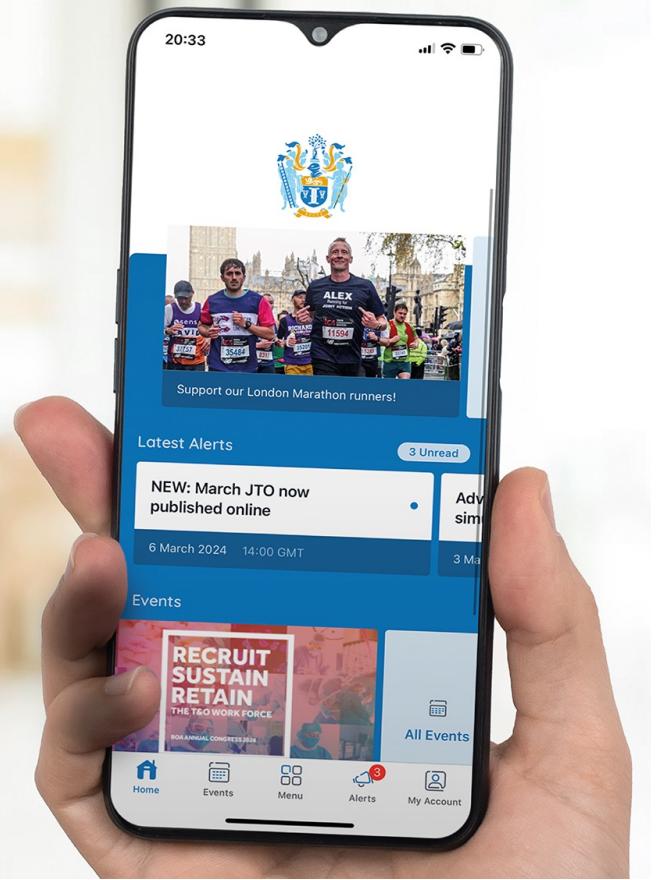
Communications

ROI: Push notifications & alerts to drive action



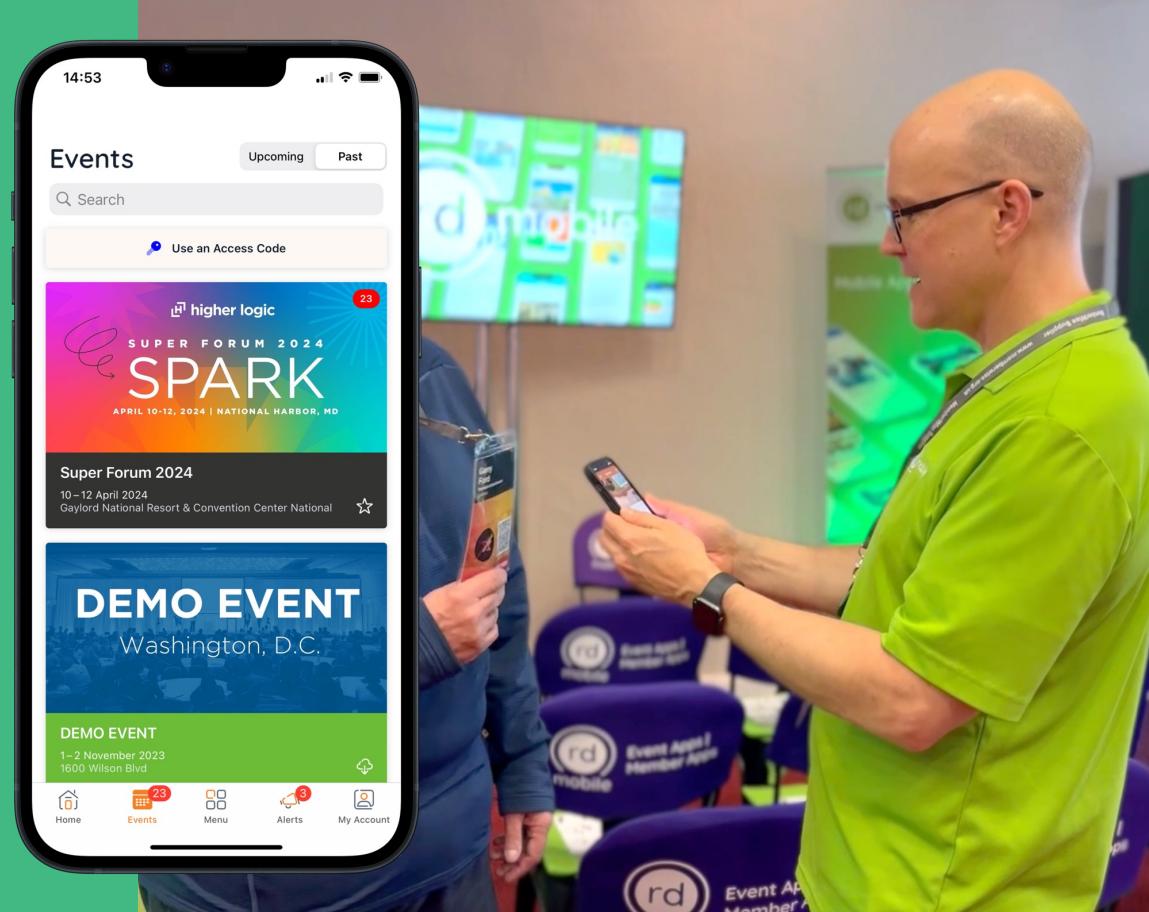
Content

ROI: Single mobile app for year-round engagement



Conferences

ROI: Deliver & support every in-person, virtual & on-demand event



Community

ROI: Deeper engagement through networking



100+ Integration Partners



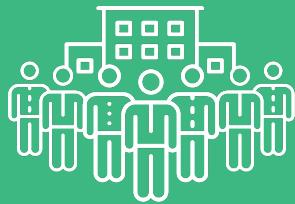
Dynamics 365



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Member Engagement Platform

YOUR ASSOCIATION



COMMUNICATIONS



CONTENT



CONFERENCES



COMMUNITIES



COMPUTER



PHONE



IN-PERSON
EVENTS



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Year-Round Engagement Success Story: British Orthopaedic Association

- ✓ 5,000 members
- ✓ 8,800+ app downloads
- ✓ 100% app downloads at Annual Congress
- ✓ 9,300 app visits in 2nd month after launch
- ✓ Latest News, Guidance Documents & CPD Records Access

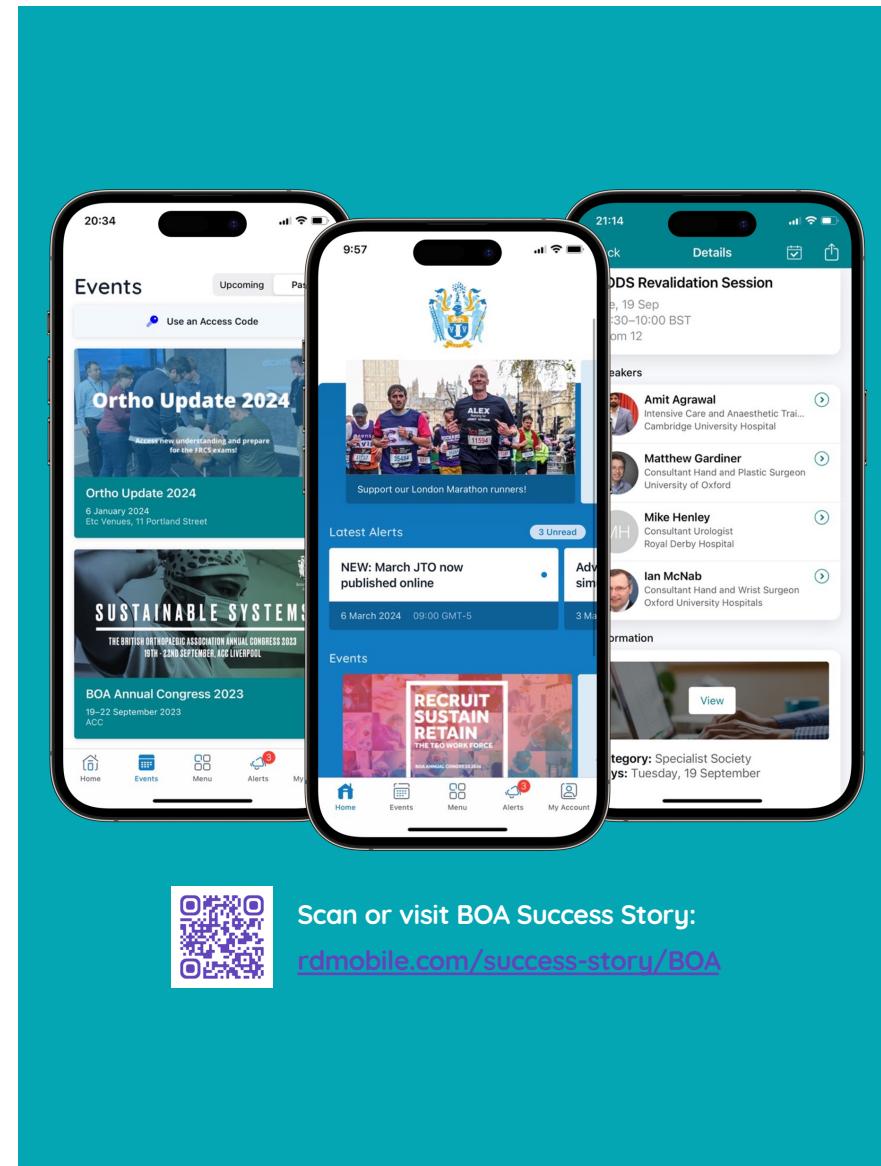


British
Orthopaedic
Association



“Thank you so much for all your help. We don't have any app experience so we were jumping into the deep end & you've been there holding our hand the whole way.

Annette Heninger
Dir of Communications & Operations, British Orthopaedic Association



Scan or visit BOA Success Story:
rdmobile.com/success-story/BOA



Mobile App Success Story: AOAC INTERNATIONAL

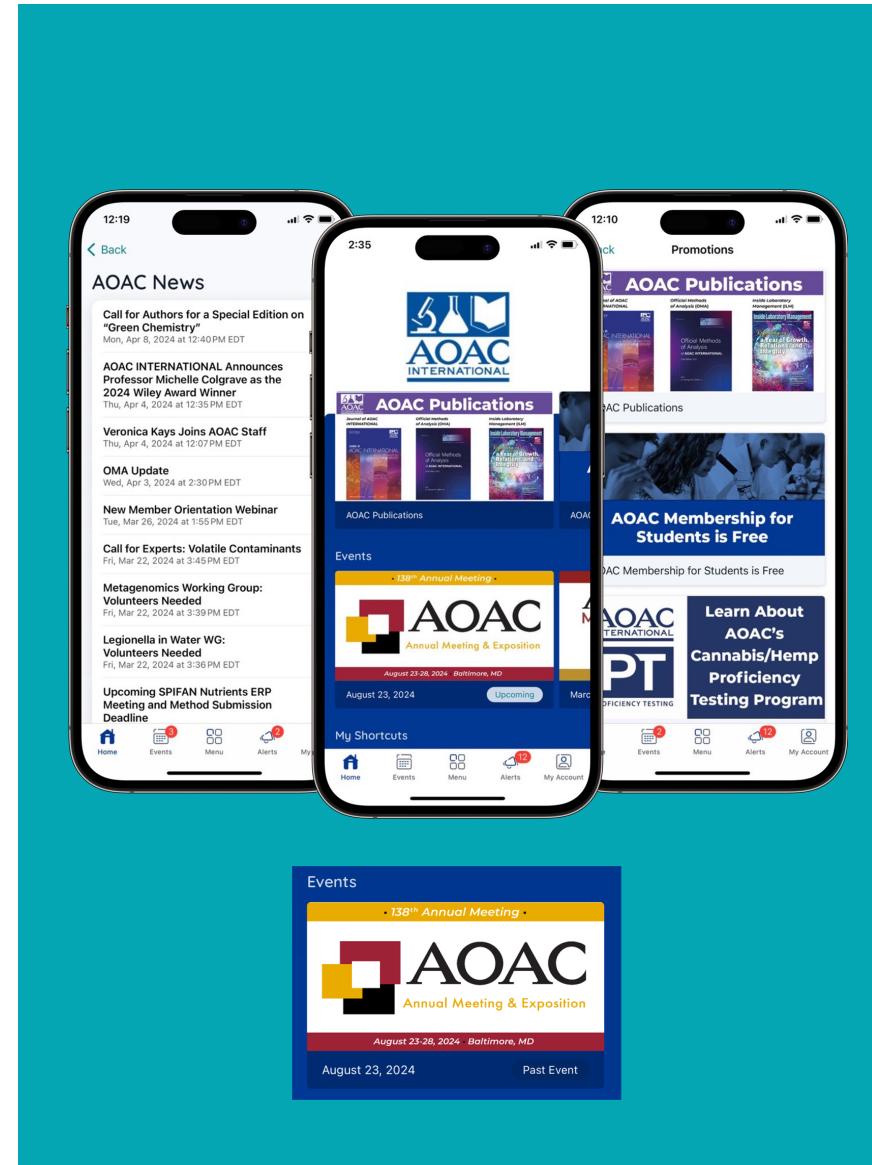
- ✓ 100+ Member Organisations / 2,000+ Individuals
- ✓ 2,200 app downloads
- ✓ Publications, Member Promotions, News Feeds & Social Media
- ✓ Direct Member Communications & Alerts
- ✓ Event App for Annual Conference, Midyear Meeting & Virtual Forum



Latest Alerts

Last Chance for AOAC 140th Merchandise

See you Monday at the Midyear Meeting!



Engagement Strategy 1:

Identify how increasing engagement benefits members & your organisation



Acquire New Members



Retain Existing Members



Attract Younger Members



Increase Revenue



Build Stronger Community

Engagement Strategy 2:

Determine which
engagement types
your organisation
offers



COMMUNICATIONS



CONTENT



CONFERENCES



COMMUNITIES

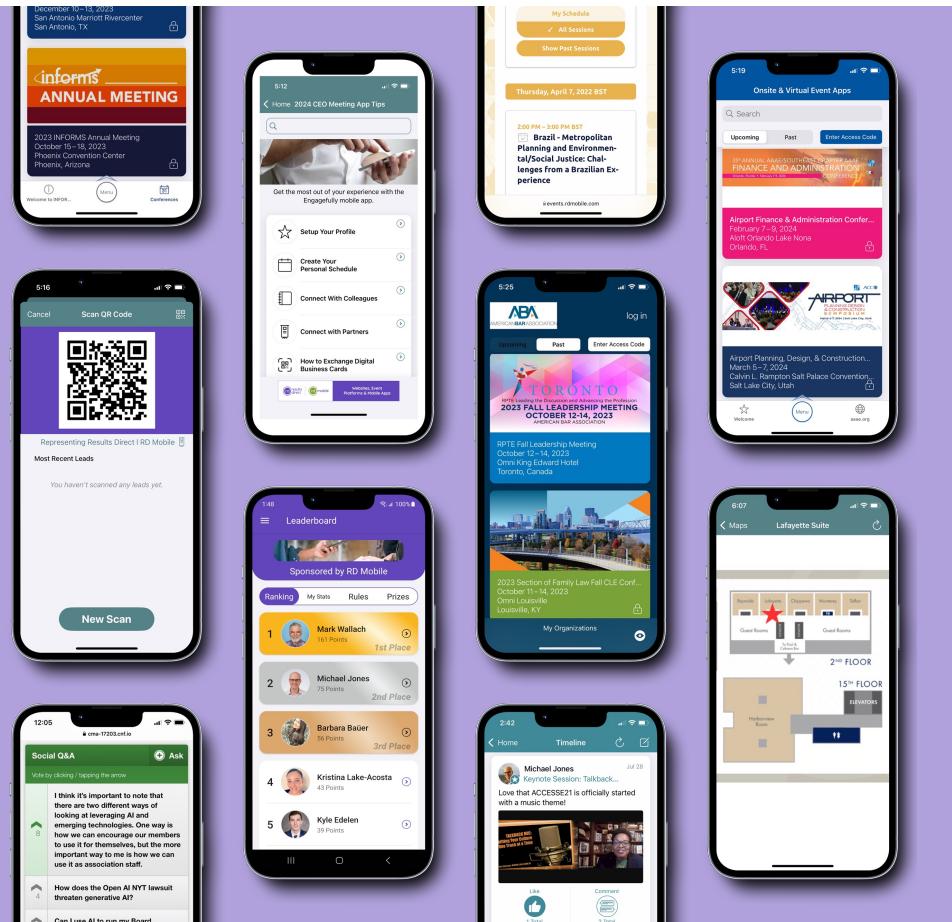
Engagement Strategy 3:

Evaluate a Mobile
Engagement Platform
to complement your
current tech stack



Engagement Strategy 4:

Determine where to start & what functionality to go live with based on audience, staffing & technology



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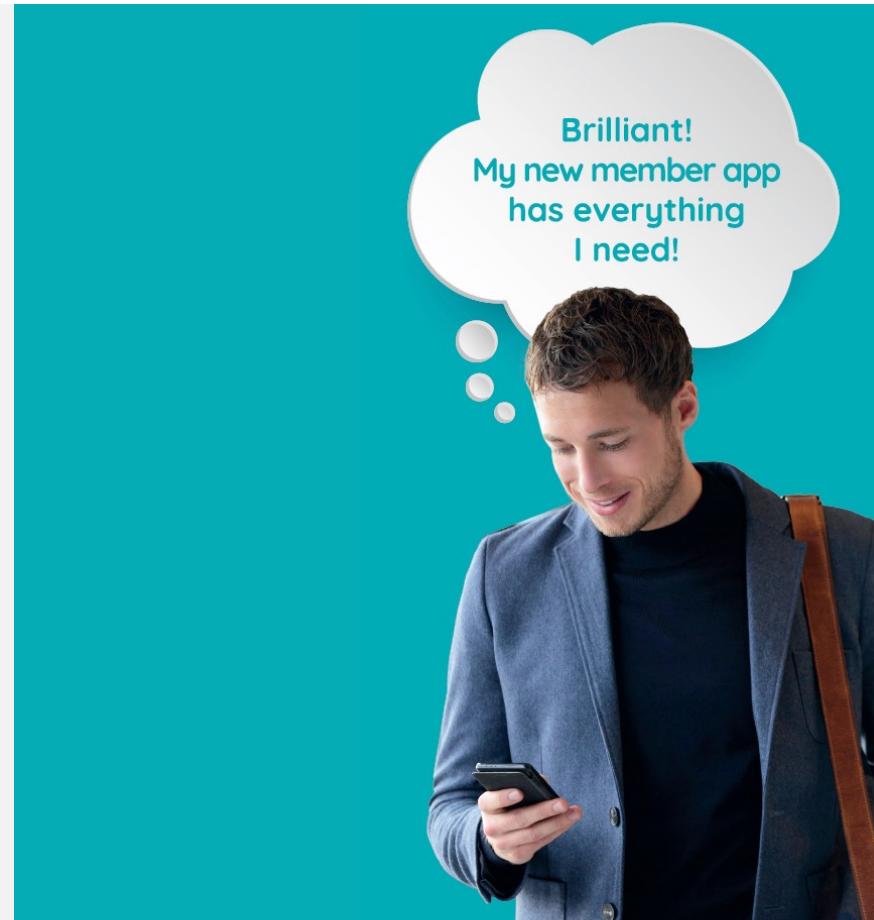
Engagement Strategy 5:

Develop a (simple) plan
to grow engagement
across multiple areas
over time



Engagefully 365 Highlights

- ✓ Native iOS & Android Apps
- ✓ Backoffice Enables Customer Full Control of Content
- ✓ Affordable & Upgrades Included
- ✓ 100+ Integration Partners
- ✓ Dedicated Customer Support



Engagement Questions?



Andrius Remeikis

VP, EMEA Growth
& Partnerships



solutions@rdmobile.com