



MemberWise



MemberWise

Webcast

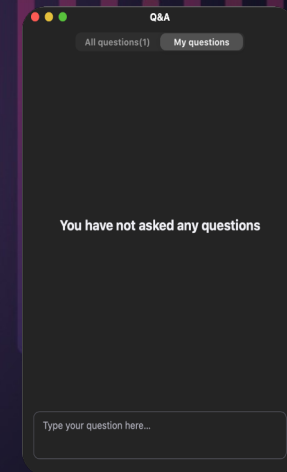
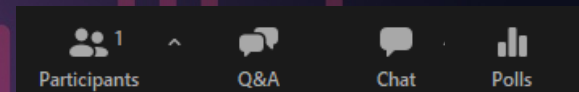
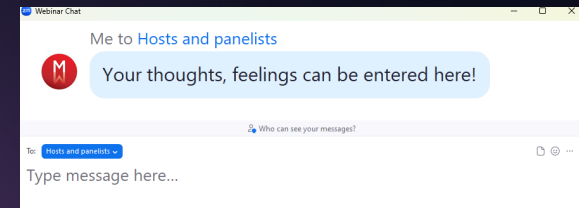
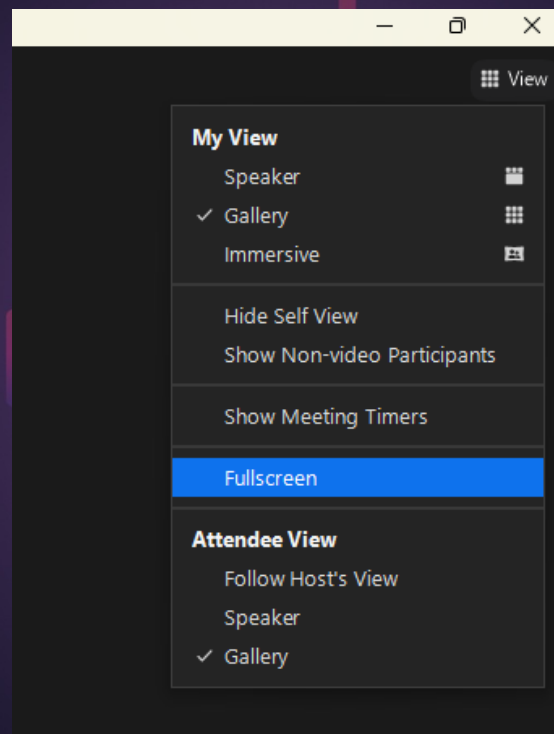
In partnership with:



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

About RD Mobile



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



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



rdmobile.com

400+ Global Clients & 6,000+ Events



rdmobile.com



RELEVANT

Why member engagement?

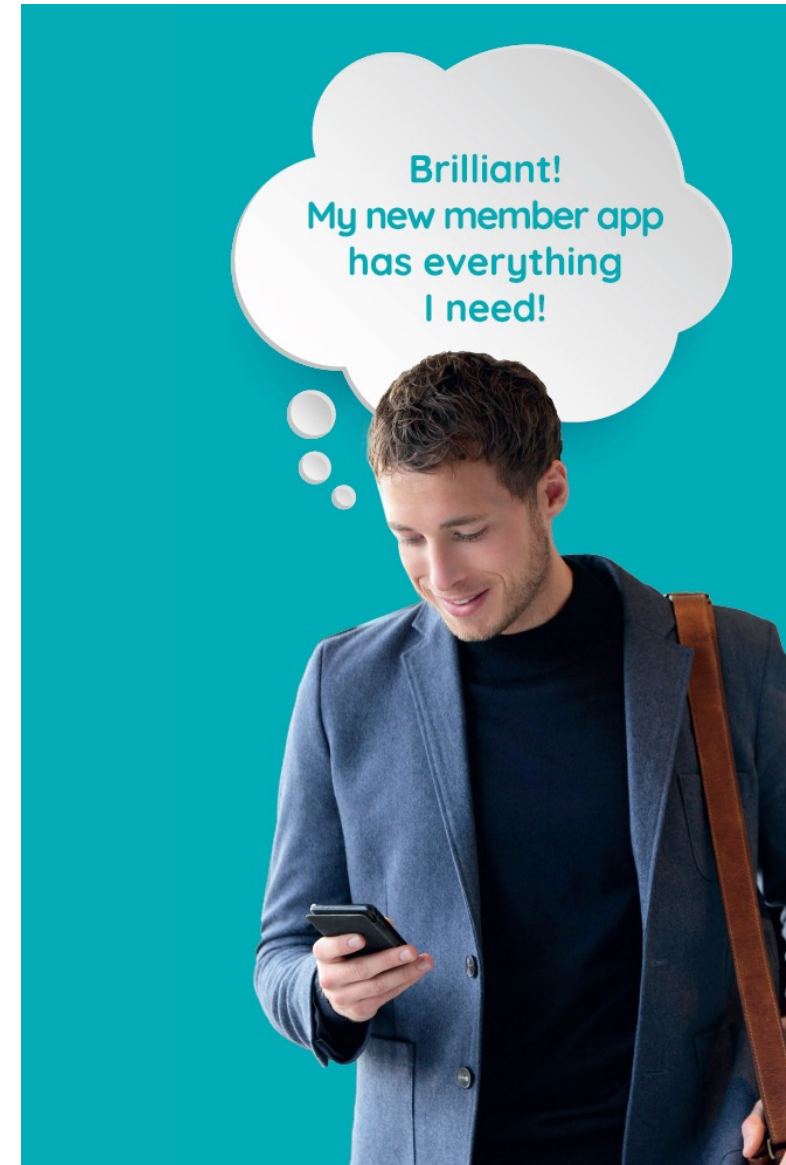
IRRELEVANT

The background features a purple overlay on a blurred image of hands holding a smartphone. Overlaid on this are several white hexagonal icons: a globe, a Wi-Fi symbol, a shopping cart, a medical cross, a group of people, a keyhole, a bar chart, a gear, a play button, a speech bubble, a clock, and a camera.

Poll: What are your member engagement priorities for 2025?

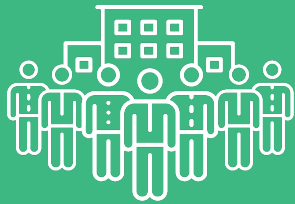
Leveraging Your Unique Value

- ✓ 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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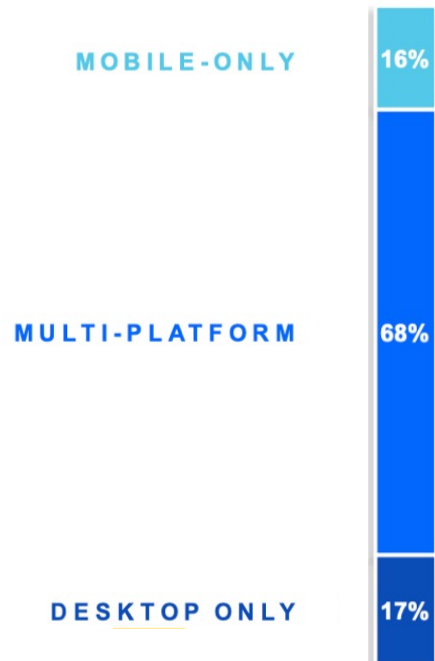
Smartphone & App Usage

Smartphone Usage

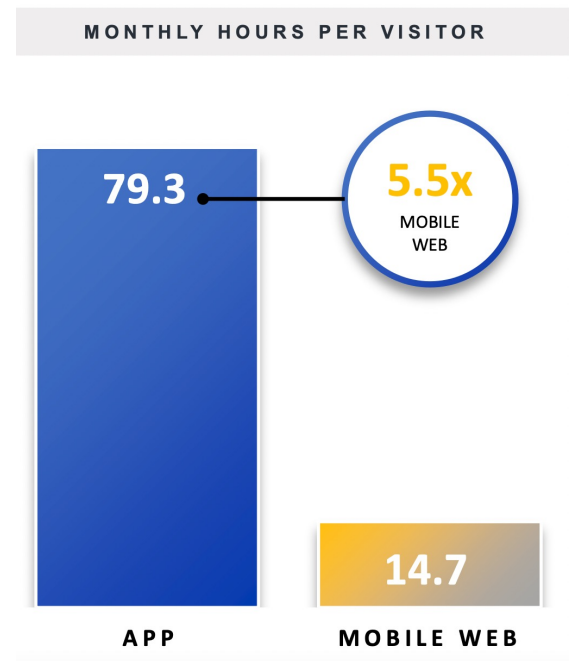
	Ages 18-29	Ages 30-49	Ages 50-64	Age 65+
Cellphone	99	99	98	94
Smartphone	97	97	89	76



Pew Research Center



comscore



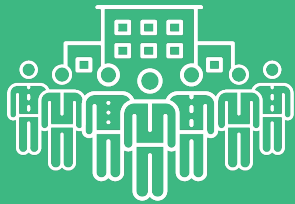
comscore

The background features a purple overlay with a grid of hexagonal icons. These icons include a globe, a Wi-Fi symbol, a shopping cart, a plus sign, a group of people, a gear, a play button, a speech bubble, a clock, a camera, a bar chart, a keyhole, a magnifying glass, a smartphone, and a medical cross. A hand is visible holding a smartphone in the background.

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

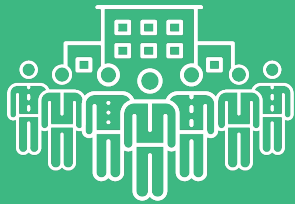


IN-PERSON
EVENTS



Member Engagement Platform

YOUR ASSOCIATION



COMMUNICATIONS



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COMMUNITIES



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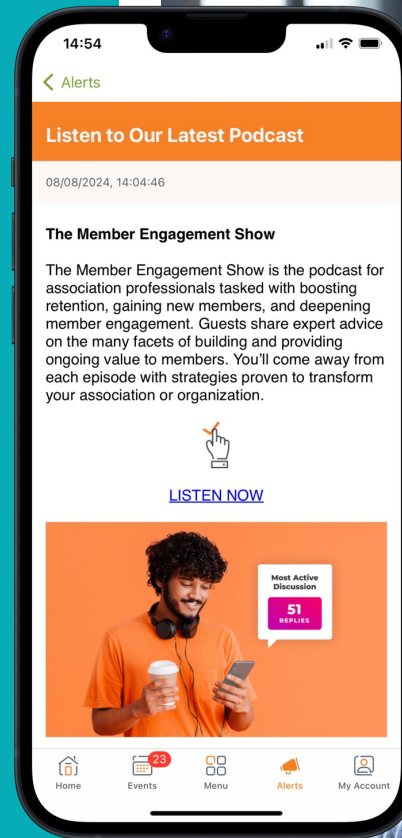


IN-PERSON
EVENTS



Communications

ROI: Push notifications & alerts to drive action



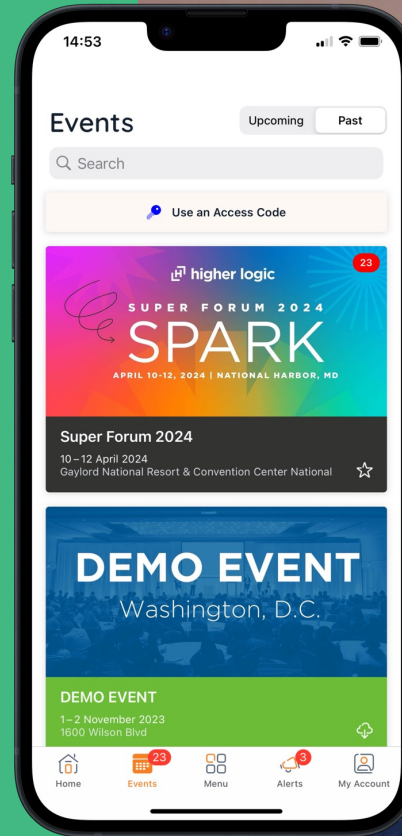
Content

ROI: Single mobile app for year-round engagement



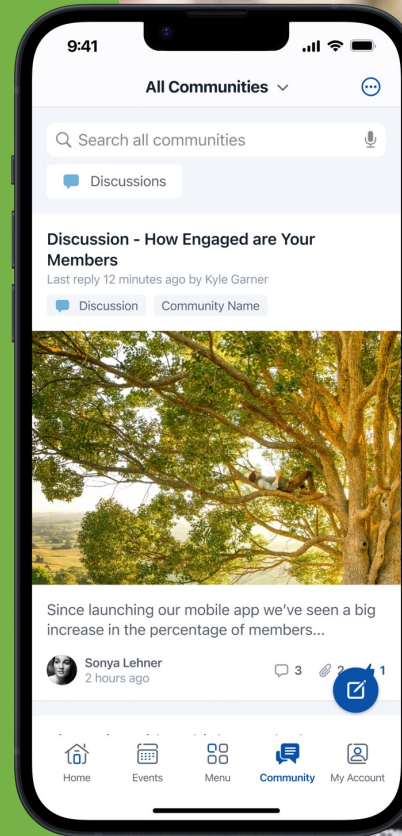
Conferences

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



Community

ROI: Deeper engagement through networking



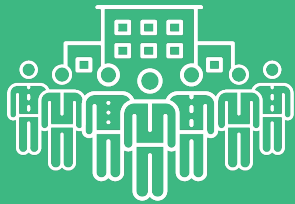
100+ Integration Partners



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Member Engagement Platform

YOUR ASSOCIATION



COMMUNICATIONS



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CONFERENCES



COMMUNITIES



engagefully
365



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

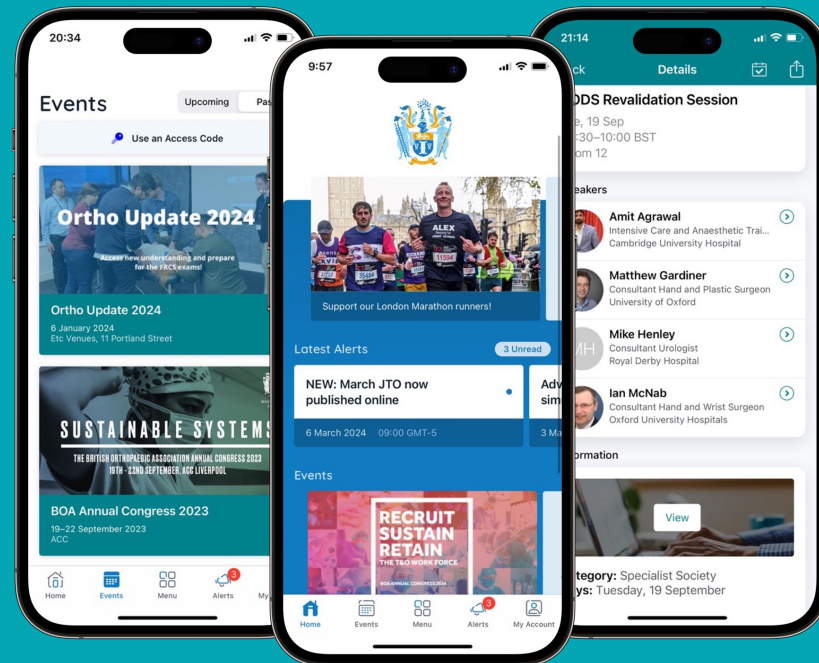


British
Orthopaedic
Association



“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

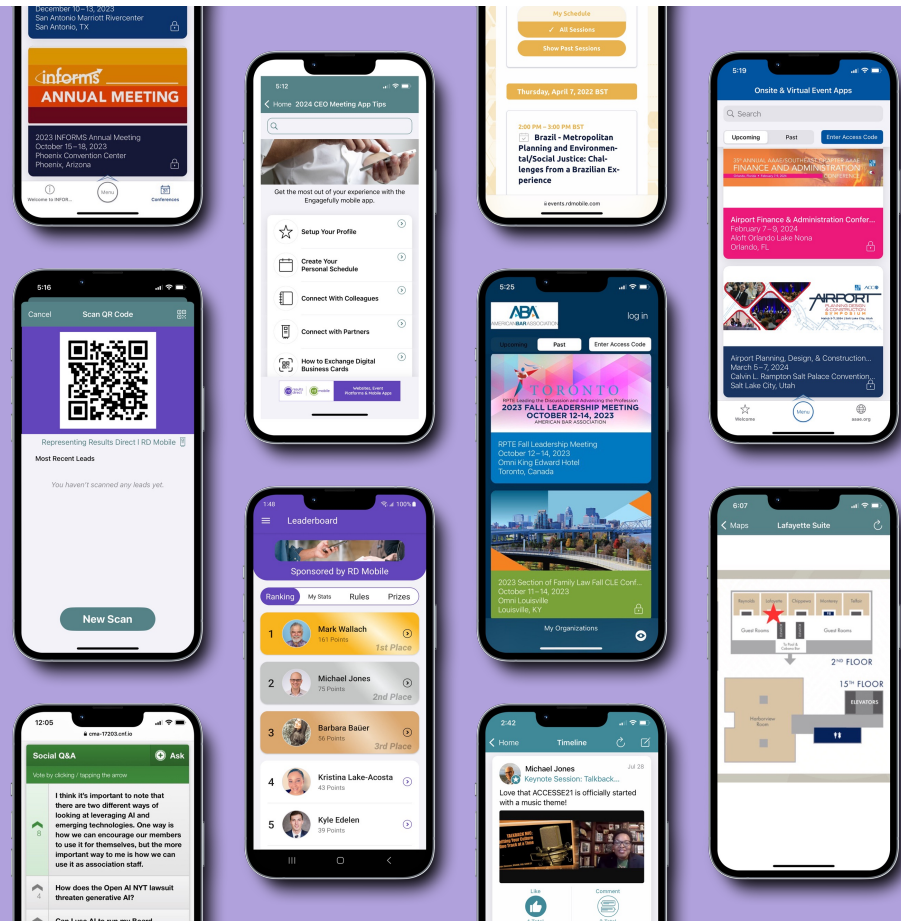
Engagement Strategy 3:

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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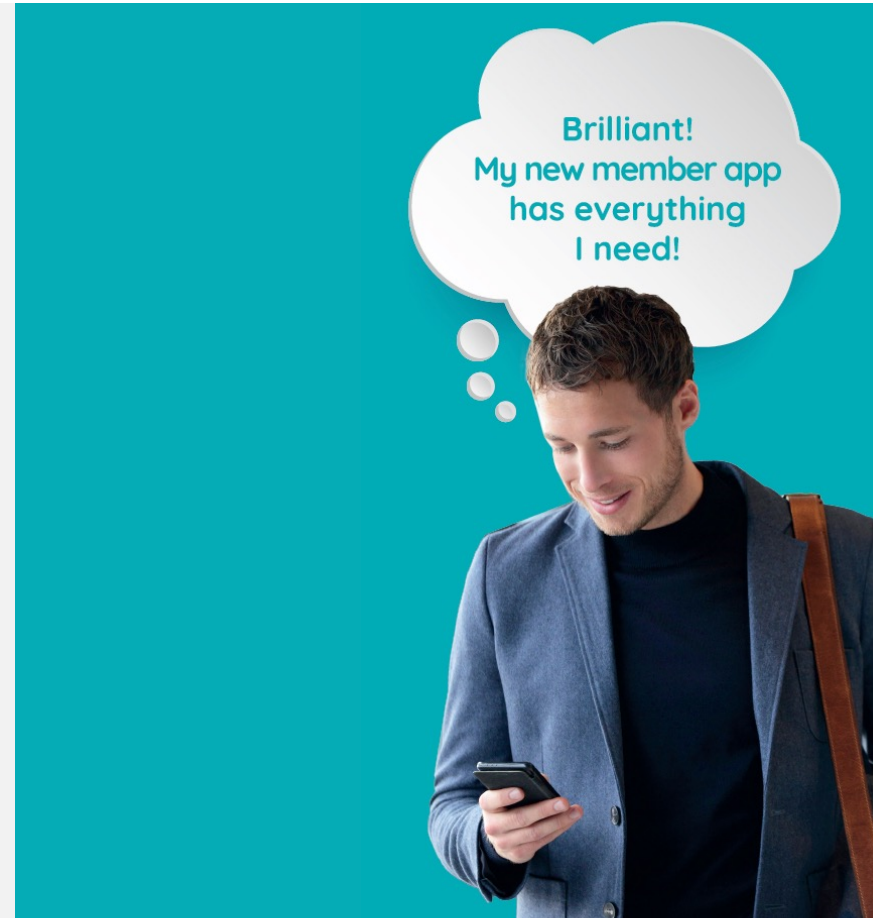
Engagement Strategy 5:

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



CONTACT US



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