

The MemberWise Webcast

Official Launch

The Ultimate Guide to Member Engagement



Supported by:

asi ADVANCED
SOLUTIONS
INTERNATIONAL

What you can expect today...

- Contextualisation of the Topic
- An introduction to this exciting new MemberWise Guide
- An Overview of the Structure of the Guide
- Key Elements to help you optimise Member Engagement
- How to Access the Guide

Thank You to Guide Supporter:

asi ADVANCED
SOLUTIONS
INTERNATIONAL



Today's Presenters



Richard Gott
Chair and Founder
MemberWise Network



James Roberts
Associate Director
MemberWise Network

Context



Pre- 2016: Key Priority = New Member Acquisition

Our Definition

Member Engagement =

The ongoing relationship/interaction between:

- a) the membership organisation and its members, and*
- b) between its members*

in exchange for meaningful member value
(via positive member outcomes)



Why Focus on Member Engagement?

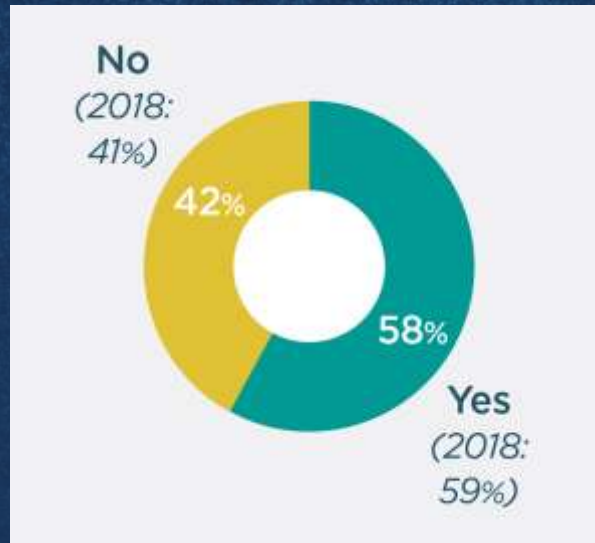
- New Member Acquisition
- Existing Member Retention
- Member Value
- Frequency of Interactions
- Quality/Depth of Interactions
- Likelihood of Advocates
- Additional Spend (via cross/upsell of products/services)



What about the role of Member Value?

MEMBER VALUE =

MEMBER BENEFITS - THE COST (time / effort / financial / opportunity cost)



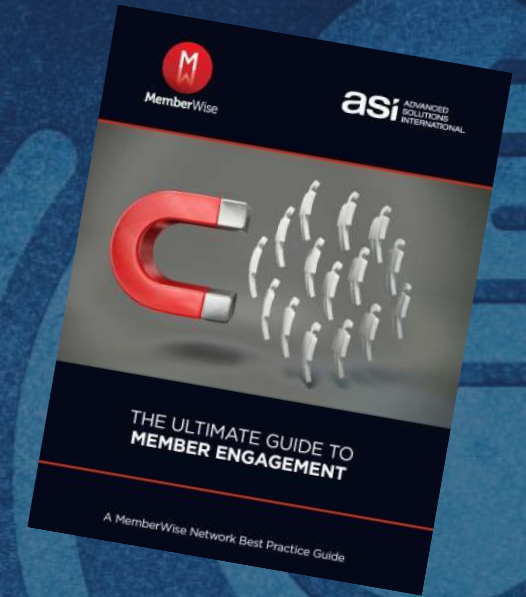
Key Areas Covered

- **Member Engagement Strategy and Plan**
- Why focus on this?



Key Areas Covered

- Measuring and Reporting Engagement
- Why focus on this?



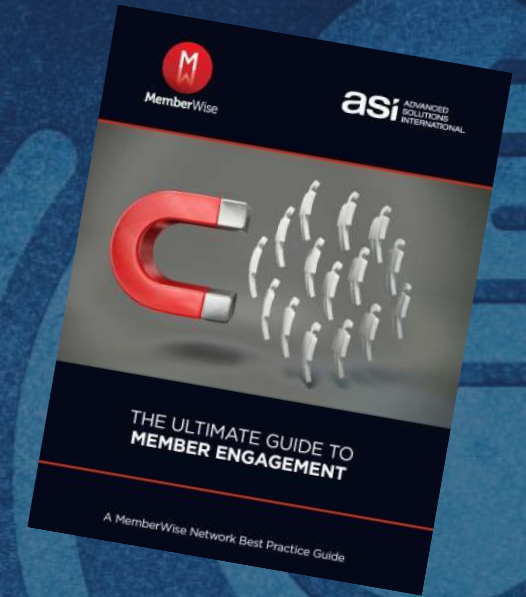
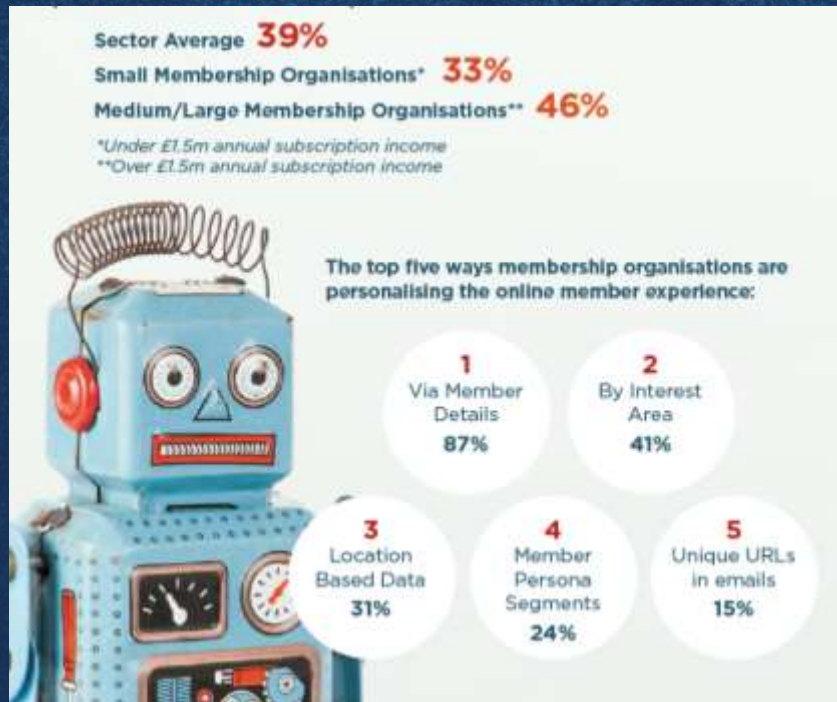
Key Areas Covered

- **The Member Journey**
- Why focus on this?
 - Many orgs don't map them
 - A lot don't review them regularly
 - We are missing a BIG trick here



Key Areas Covered

- Personalisation for Member Engagement
- Why focus on this topic?



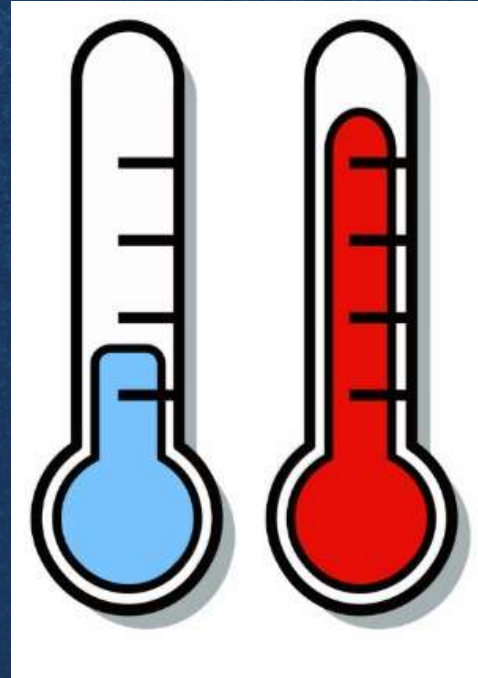
Key Areas Covered

- Engagement through Member Experience
- Why focus on this topic?



Key Areas Covered

- **Temperature Check Questions and Next Steps**
- Why focus on this?
- Action Focused
- Outcome Focused
- Develop / Improve
- Maturity Model



How do I get a copy?

Download from the MemberWise website

- <https://memberwise.org.uk/>

Access via MemberWise Learn

- <https://learn.memberwise.org.uk/>

