

# MemberWise Webcast

Tuesday 14<sup>th</sup> November 2023



MemberWise





# From Boomers to Zoomers:

## Strategies to Engage Your Multi-Generational Members

Broadcast Sponsor:





# Welcome: Today's Chair & Speakers



**Richard Gott**

Founder &  
Chair



**Jo Stamp**

Associate Director,  
Content & Delivery



**Katie Atkinson**

President &  
Co-Founder



**Michael Jones**

VP of Mobile  
Technologies



**Billy McLean**

Head of Sales,  
EMEA

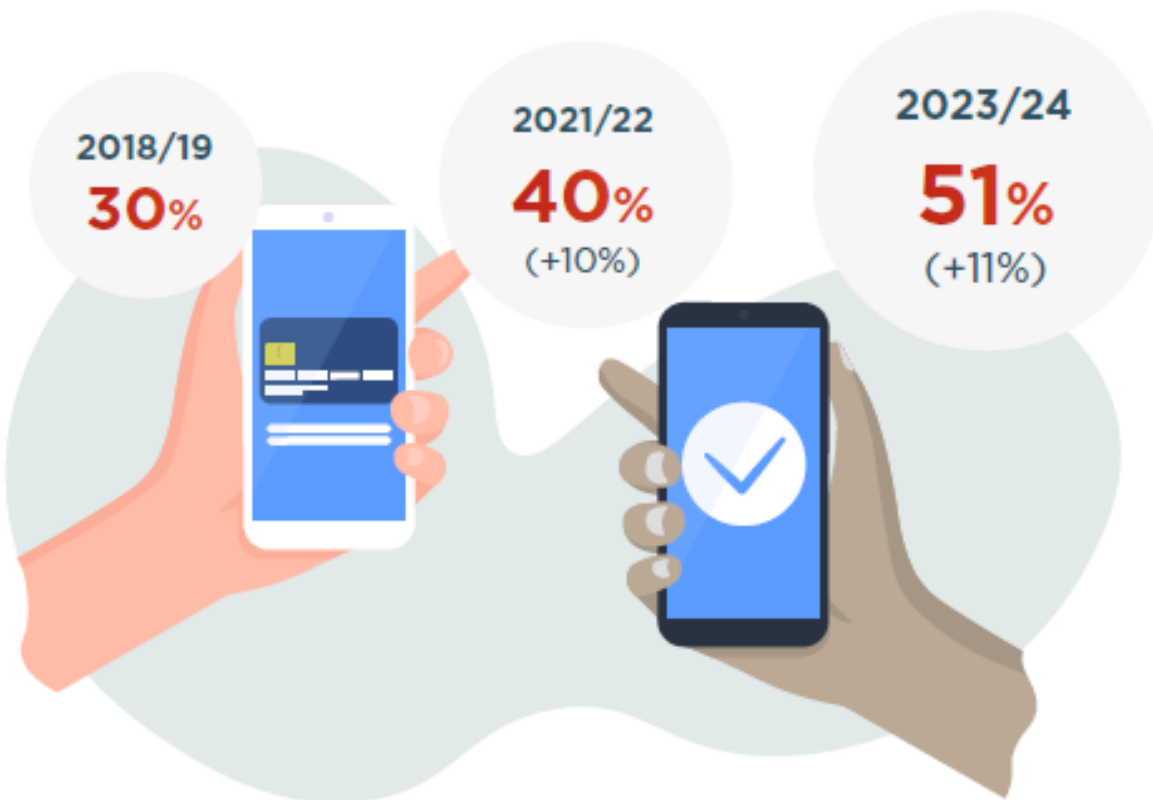


# Today's Discussion

- **Hear highlights** from the State of Mobile in Associations 2023 Benchmark Report
- **Learn the technology preferences** of different generations
- **Understand** how to engage younger members by integrating mobile apps
- **Hear success stories** of member bodies that have successfully leveraged apps



# Setting The Scene...





# Setting The Scene...

## Top Ten Mobile App Functions

1. Event access/Information/registration (60%)
2. News, Resources, Blogs (47%)
3. Push Notifications (43%)
4. eLearning/CPD (27%)
5. Joining/renewals (17%)
6. Surveys (16%)
7. Community functionality/Member Networking (16%)
8. Videos/podcasts (15%)
9. Member/Supplier Directories (10%)
10. Job Search/Jobs Board (8%)





# Mobile Apps That Deliver ROI



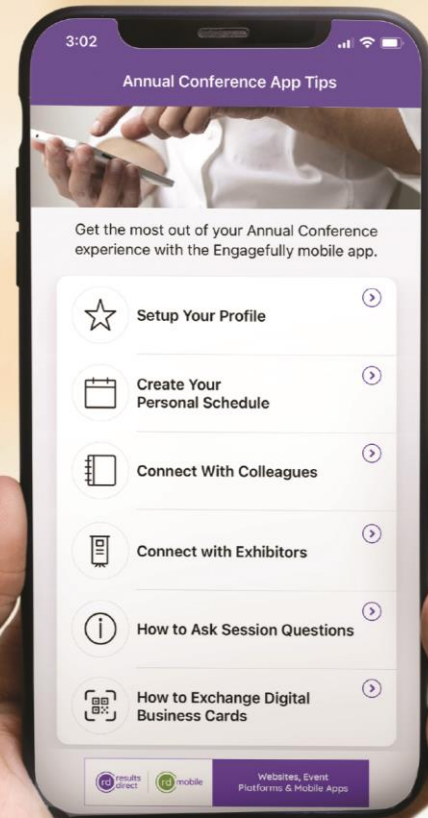
Event Apps



Member Apps

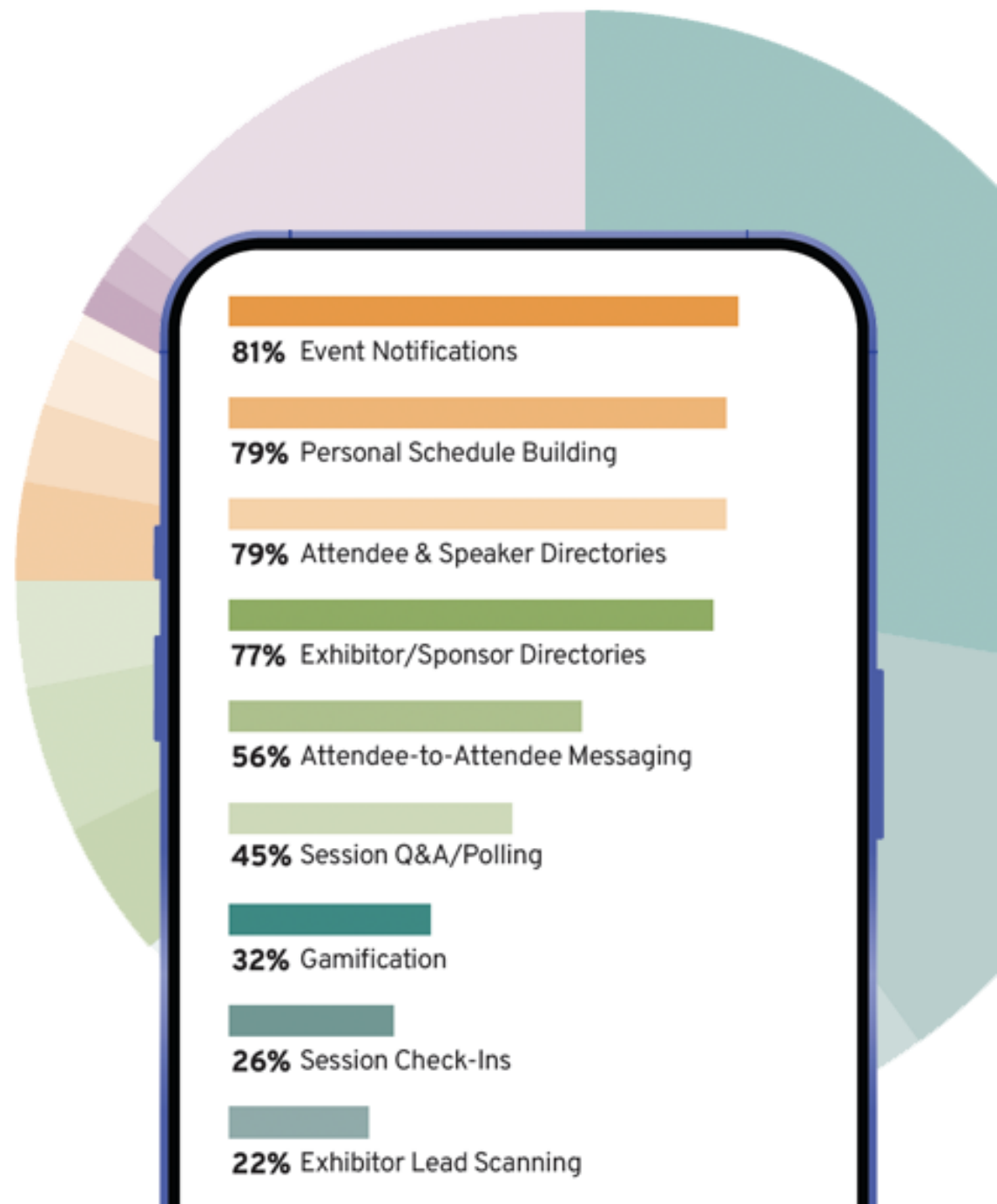


Bespoke Apps



# STATE OF MOBILE IN ASSOCIATIONS 2023

## Benchmark Report







## 145 US Associations

- ✓ 56% International Memberships
- ✓ 59% Professional Memberships
- ✓ 41% \$2.5 - \$9.99 Million Annual Budgets
- ✓ 28% Healthcare/Medical, 12% Research/Science, 10% Education, 9% Manufacturing Sectors
- ✓ 50% CEOs/Executive Directors & Senior Leaders









# Challenge:

## Engaging Multi-Generational Members

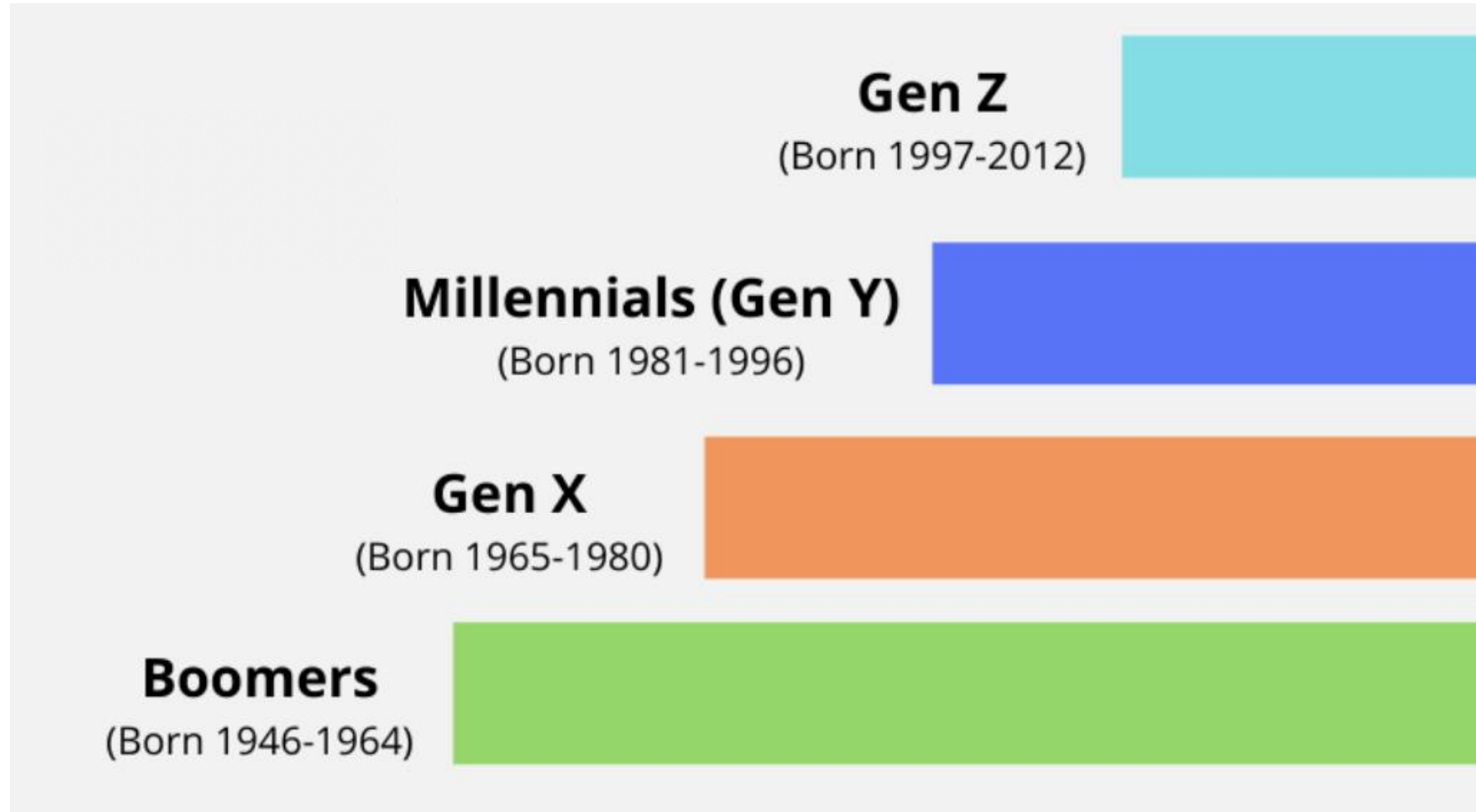


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# Member Generations





# Generational Traits

Boomers	Gen X	Millennials	Gen Z
			
Retired or retiring		50% of total population when combined w/Gen Z	27% of population
Less racially & ethnically-diverse (22% “minorities”)		Racially & ethnically-diverse (50% “minorities”)	Most racially & ethnically diverse
		Tech-savvy, leaders in driving tech adoption	Value unique identities
		Often stereotyped as job-hoppers	Highly-collaborative
			Prefer direct communication & relevance

**Sources:** Pew, eMarketer, McKinsey, Stanford



# Generational Habits

Boomers	Gen X	Millennials	Gen Z
79% smartphone owners		High standards for how they spend time  79% watch videos on their smartphone 1x/week or more  Prefer “snackable” content	“Digital natives”  96% smartphone owners  Look to web, apps & social for news & info  Prefer personalized content feeds  Consume video  Connect online around interests

**Sources:** Pew, eMarketer, McKinsey, Stanford

# Tech Usage Across Generations



Networking Apps	25%	68%	100%	100%
Social Media	78%	100%	100%	100%
Pre-Event Tech	73%	96%	100%	100%
Event Apps (onsite)	23%	75%	100%	100%

**Source:** L&I Communications Group, Portugal



**Challenge:**

**Communicating Value  
of Membership**

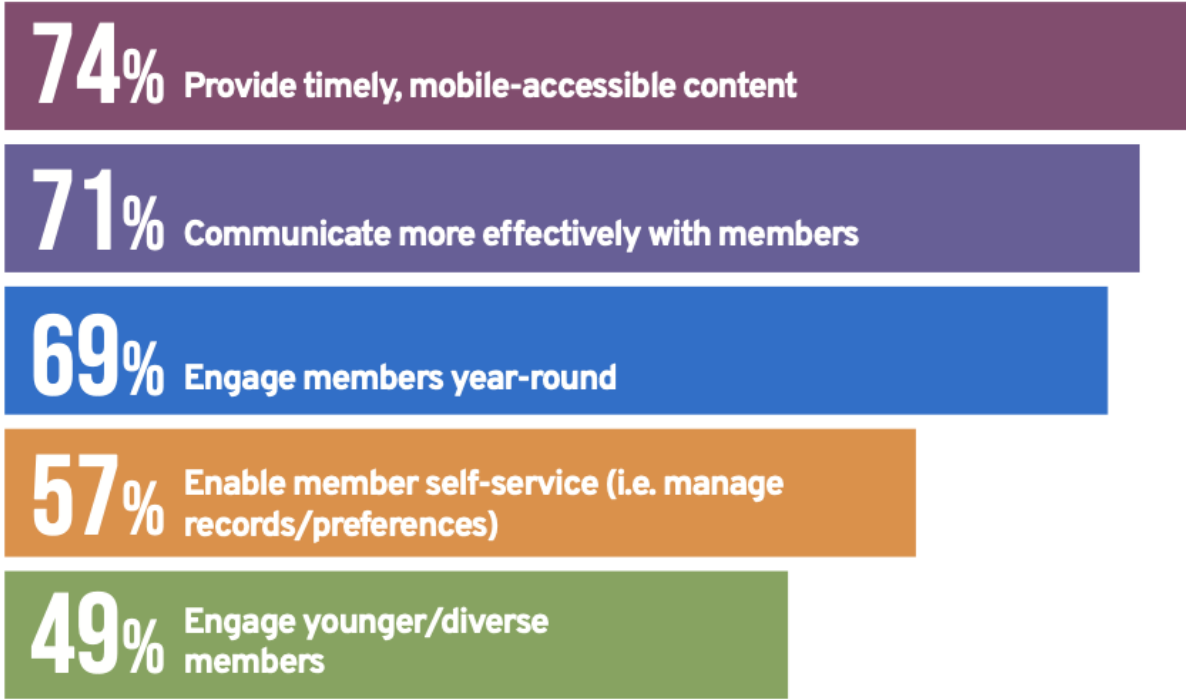


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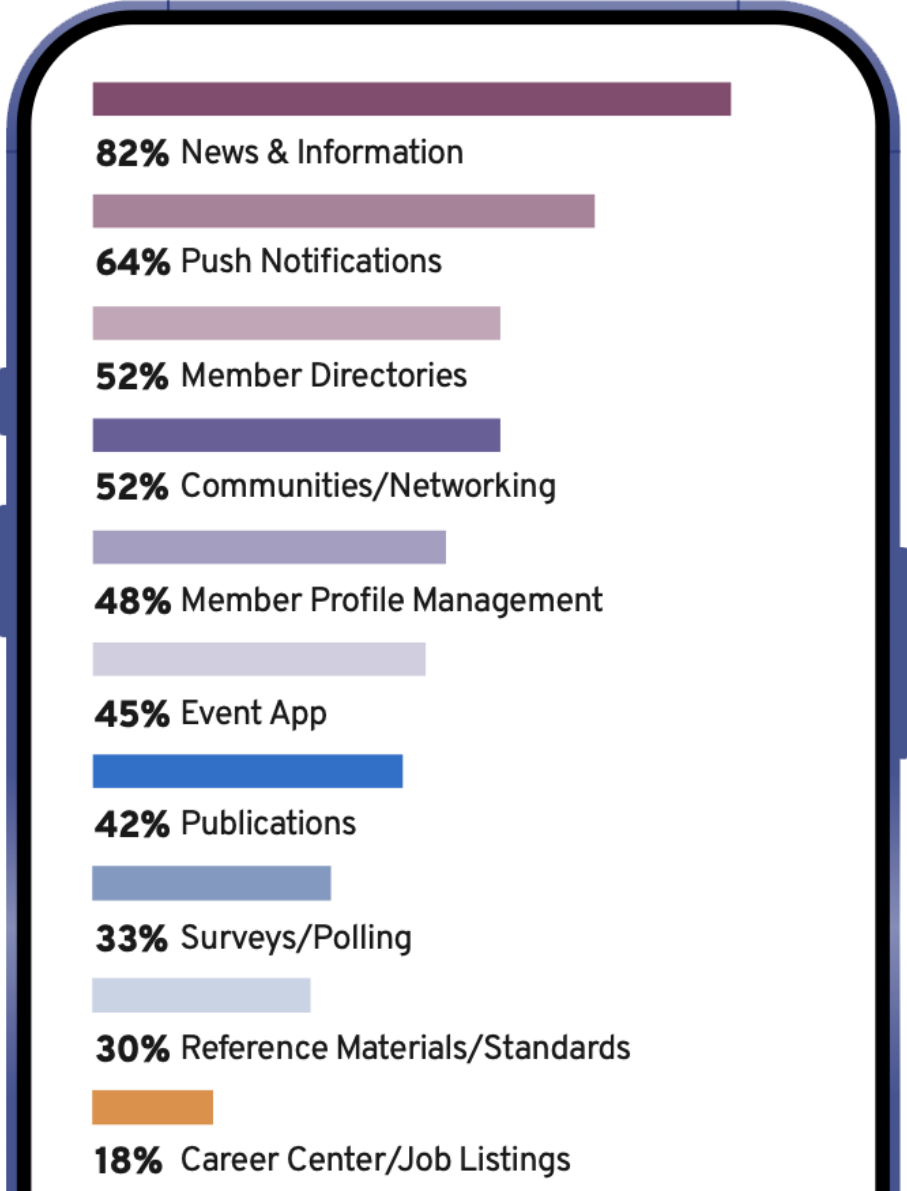


STATE OF MOBILE  
IN ASSOCIATIONS  
2023

Benchmark Report



Member Mobile Apps & Usage







## Mobile & Event App Success Story:

### British Orthopaedic Association

- ✓ 6,520 app downloads
- ✓ 100% app downloads at Annual Congress
- ✓ 9,300 app visits in 2nd month after launch
- ✓ CMS / LMS integration for app login & CPD record access



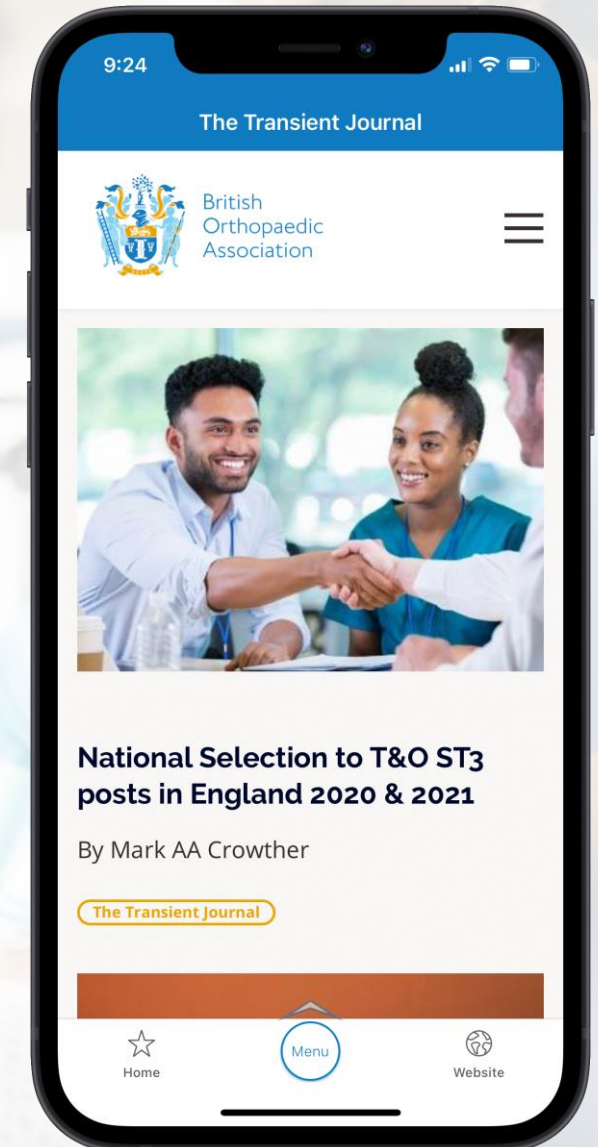
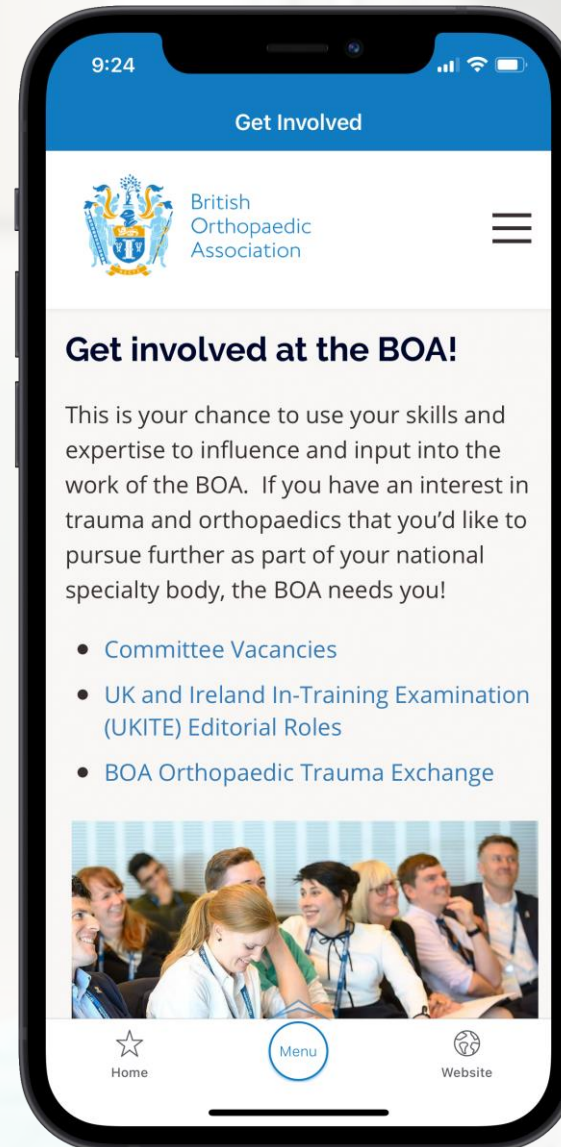
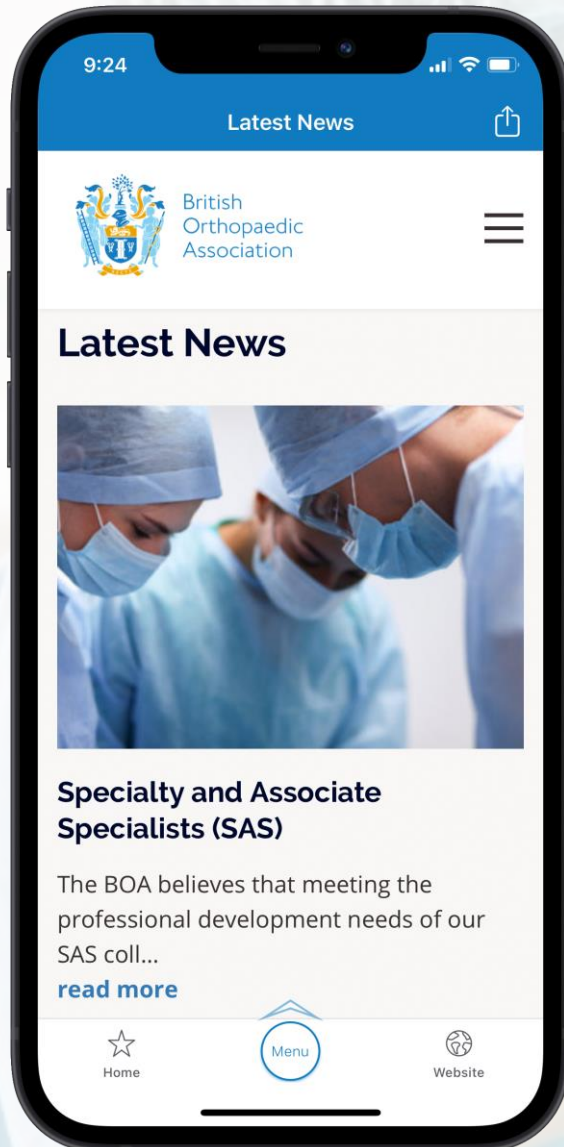
“Thank you so much for all your help. We don’t have any app experience so we were jumping into the deep end & you’ve been there holding our hand the whole way.

**Annette Heninger**  
Dir of Communications & Operations, British Orthopaedic Association



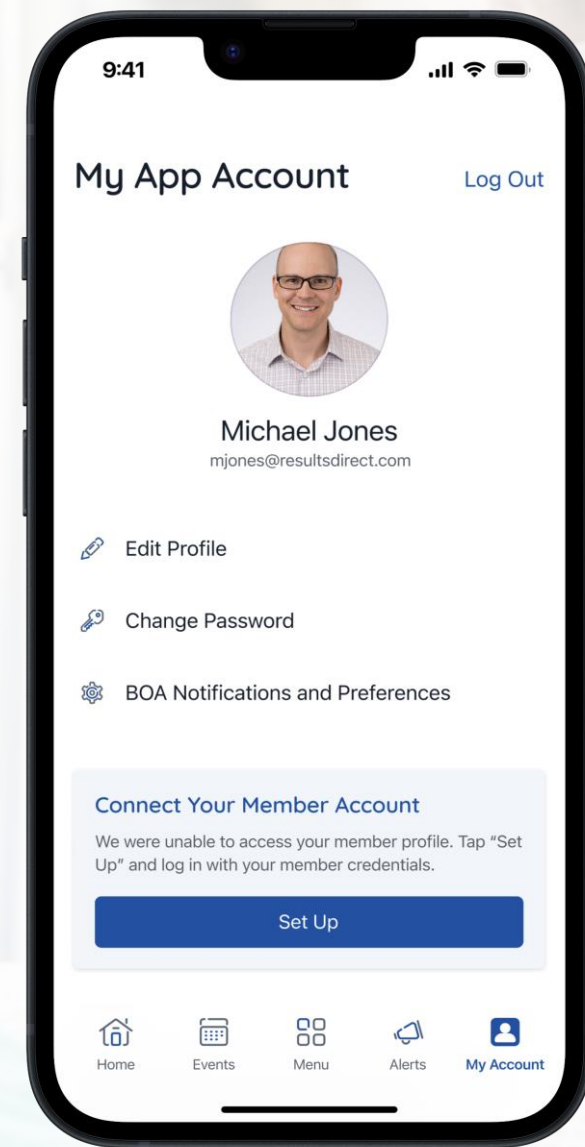
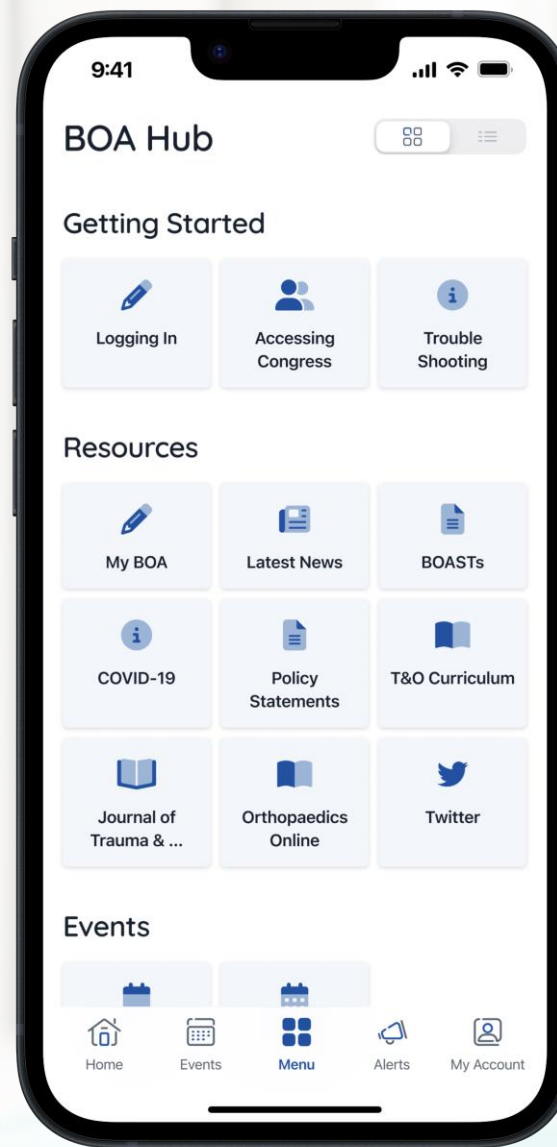
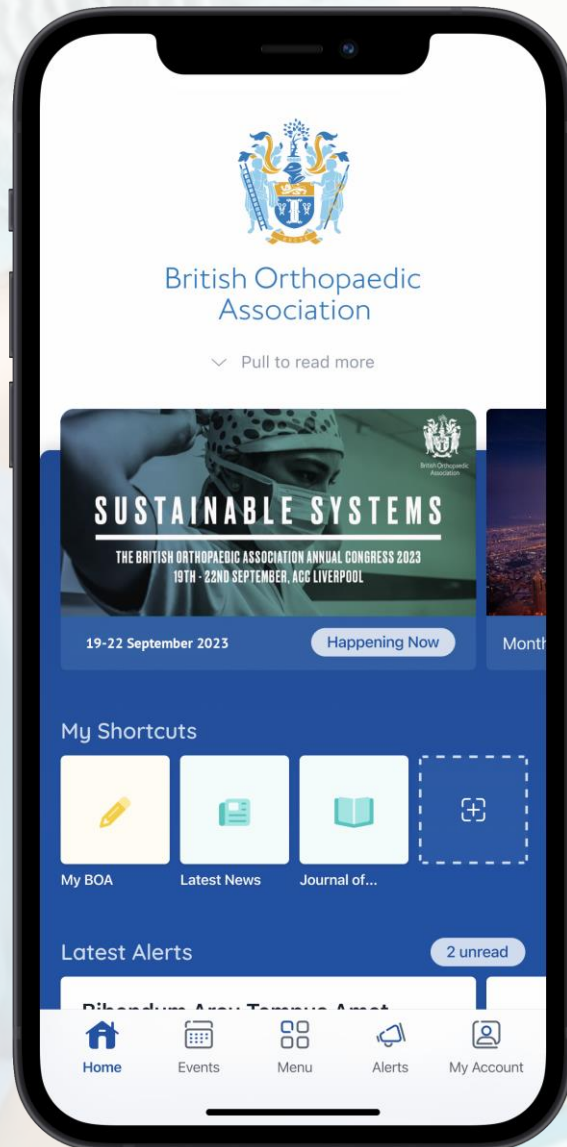
Scan or visit BOA Success Story:  
[rdmobile.com/success-story/BOA](https://rdmobile.com/success-story/BOA)

# BOA Mobile App Success Story





# What's Next...



# Challenge:

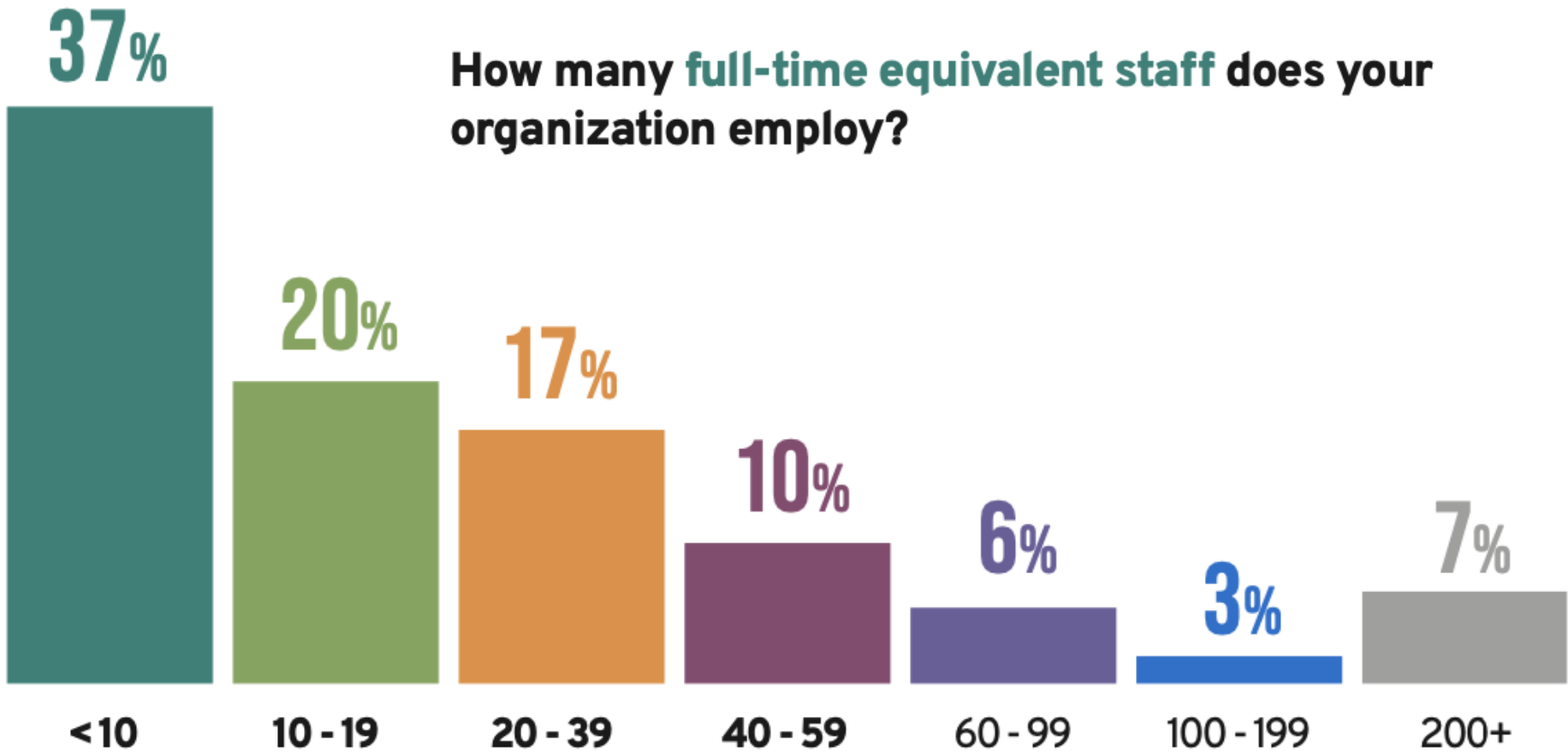
## Working with Limited Resources



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## Mobile App Success Story: Regional Studies Association

- ✓ 7 staff
- ✓ 3,450 international app users (tripled adoption)
- ✓ Serving each member for < £3 per annum
- ✓ 26 events with participants from 85 countries
- ✓ 44% of members are students/early career



I've been using the RSA HUB app for a year now, almost every day. This app is my silent friend, memory & compass.

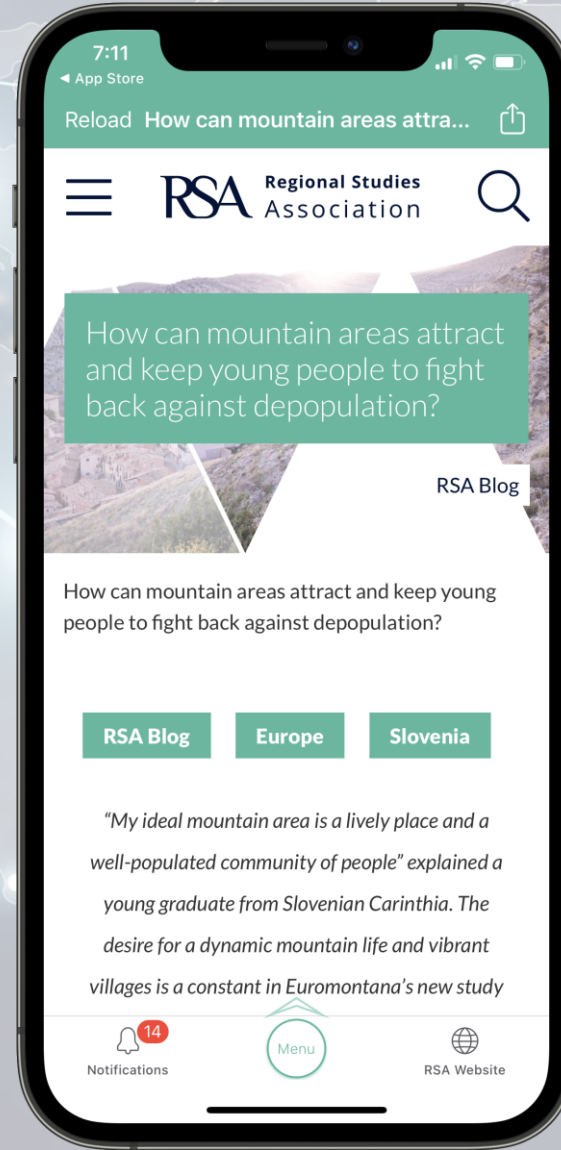
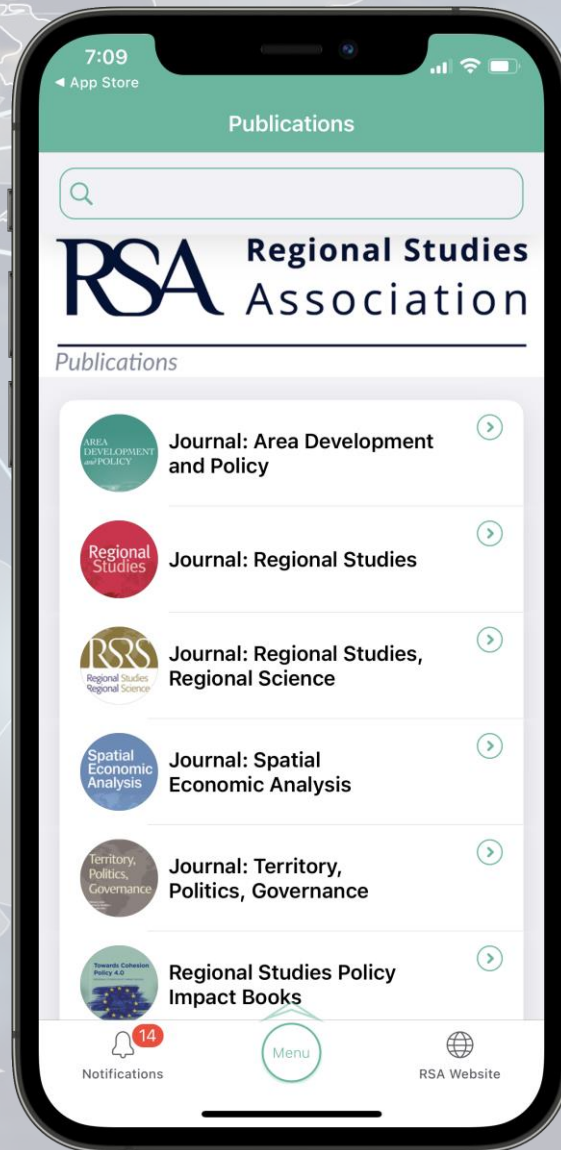
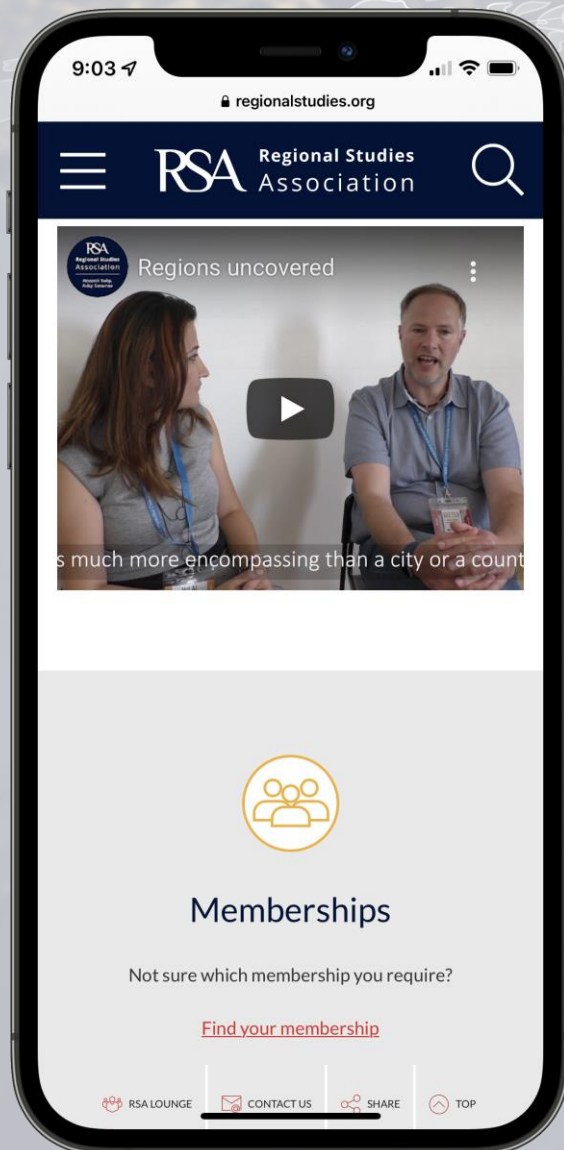
**RSA Member**  
Regional Studies Association



Scan or visit RSA Success Story Podcast:  
[bit.ly/MembershipWorld-RSA-Podcast](https://bit.ly/MembershipWorld-RSA-Podcast)



# RSA Mobile App Success Story



**Challenge:**

# Engaging Members Outside of Your Events



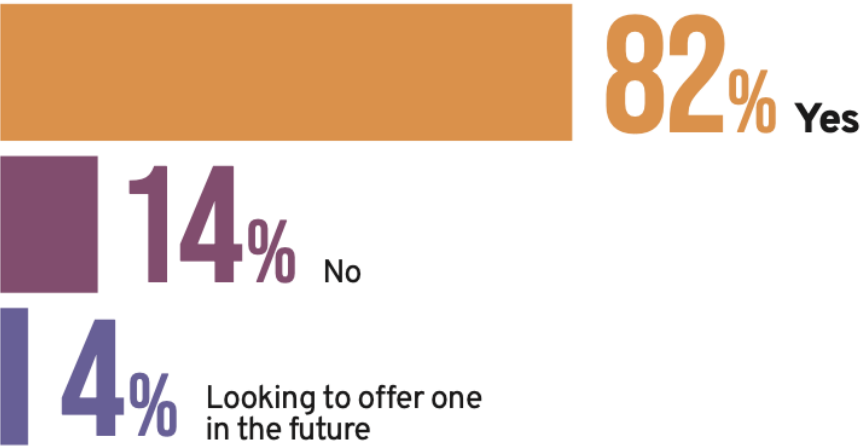
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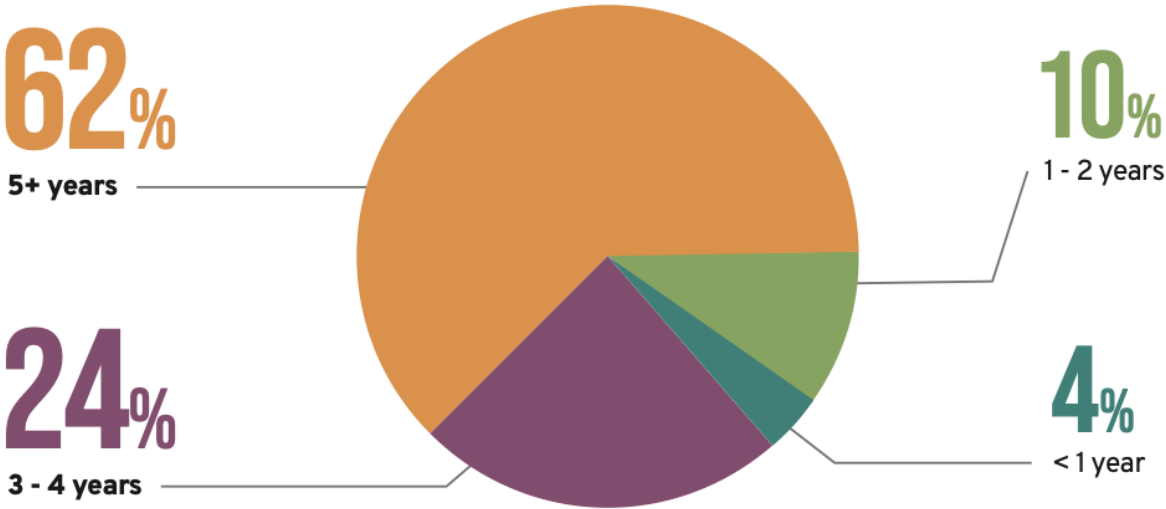




Does your organization offer a **mobile event app** for attendees at your in-person conferences, meetings, and events?



How long has your organization used an event app?





## Mobile App Success Story:

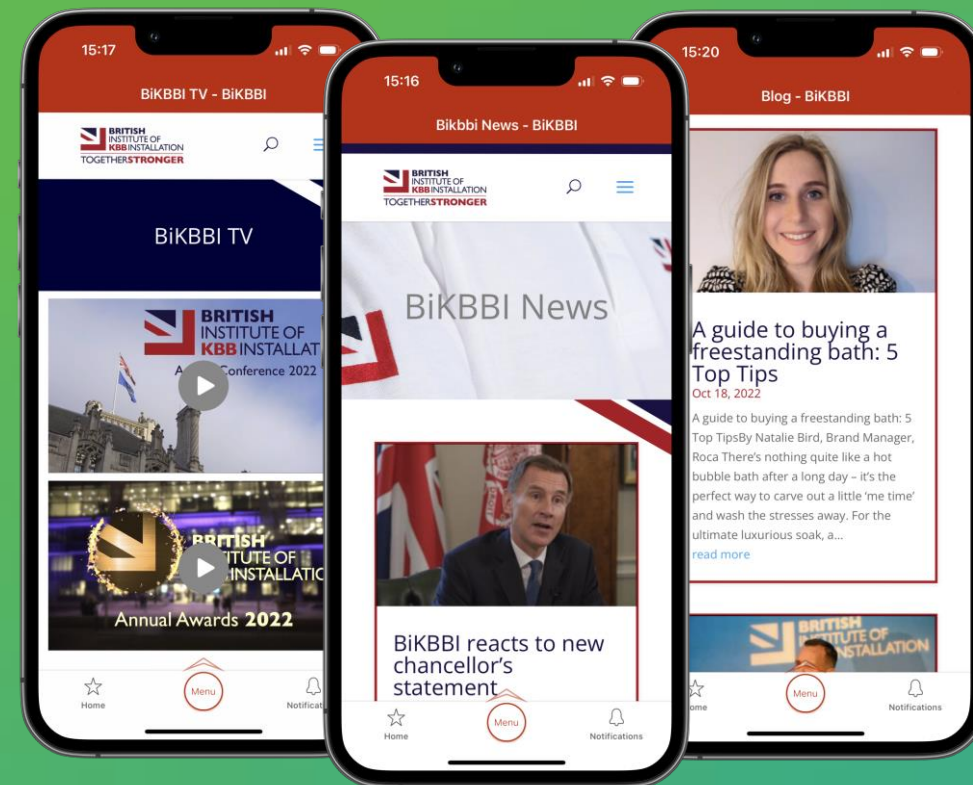
### The British Institute of Kitchen, Bedroom & Bathroom Installation

- ✓ 1,600 app users each month
- ✓ Game-changing mobile app for member use at customer sites
- ✓ Business tools, technical reference documents & guidance
- ✓ Significant cost savings by eliminating printing & distribution costs



RD Mobile delivered a highly-tailored and cost-effective app, and I couldn't recommend them highly enough.

**Damian Walters**  
Chief Executive, BiKBBI



Scan or visit BiKBBI Success Story:

[resultsdirect.com/blog/BiKBBI's-game-changing-member-mobile-app](https://resultsdirect.com/blog/BiKBBI's-game-changing-member-mobile-app)

# STATE OF MOBILE IN ASSOCIATIONS 2023

## Benchmark Report



28% CEO/Executive Director

26%

22%

9%

State of Mobile in Associations 2023 - Benchmark Report

Respondent Demographics

What's your primary job function within your organization? \*



28% CEO/Executive Director

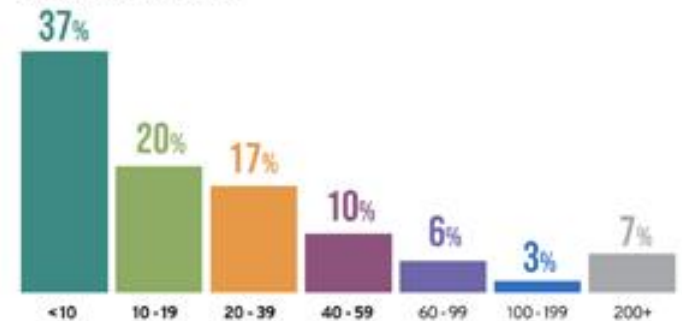
26% Membership & Marketing

22% Senior Leadership

9% Meetings & Events

\* Additional survey responses: 4% Education/Professional Development, 4% Information Technology, 2% Communications & Publications, 2% Research, 1% Administration, 1% Finance/Operations, 1% Other (Project Manager, Business Development/Sales)

How many full-time equivalent staff does your organization employ?





# Thank You: Questions & Answers



**Richard Gott**

Founder &  
Chair



**Jo Stamp**

Associate Director,  
Content & Delivery



**Katie Atkinson**

President &  
Co-Founder



**Michael Jones**

VP of Mobile  
Technologies



**Billy McLean**

Head of Sales,  
EMEA





# RD Mobile: Schedule a Meeting



**Billy McLean**

Head of Sales, EMEA

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