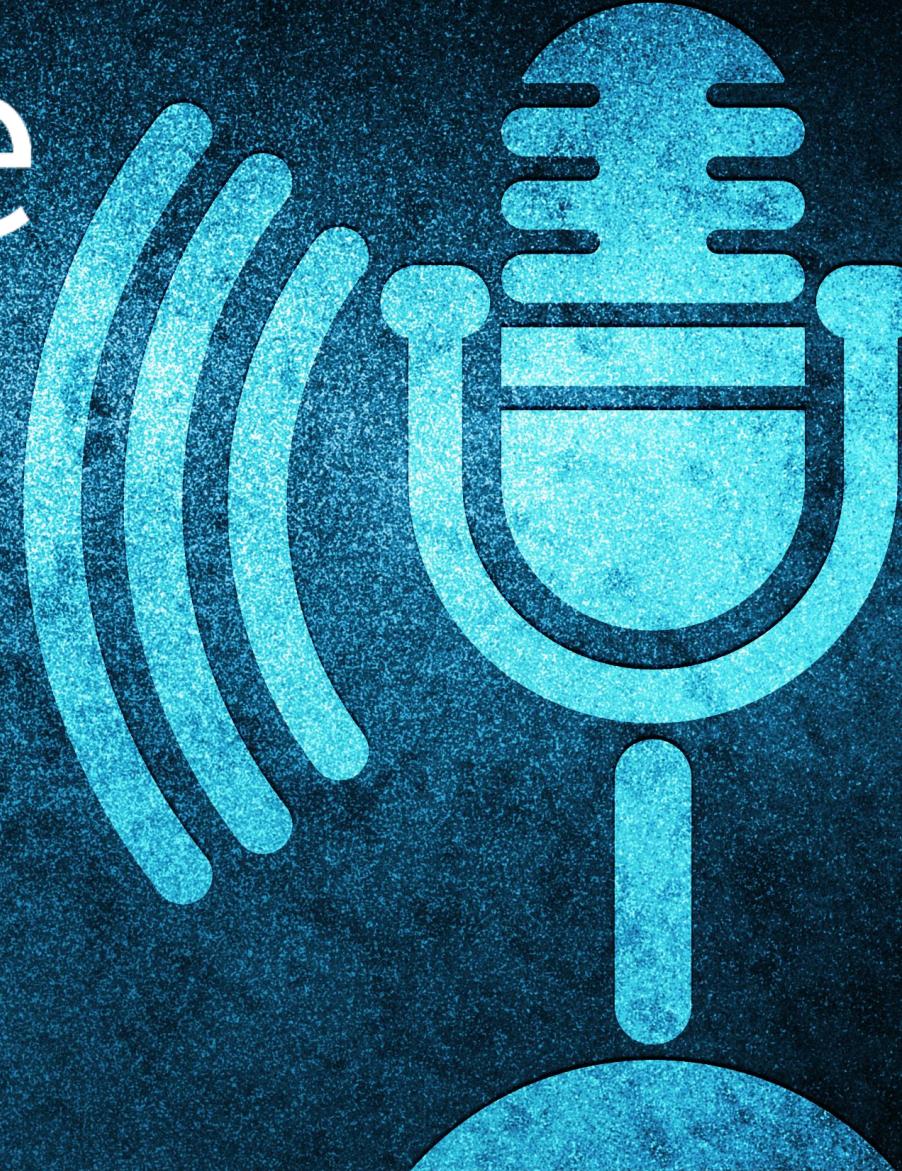


MemberWise Webcast

Tuesday 14th 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



MemberWise



Jo Stamp

Associate Director,
Content & Delivery



MemberWise



Katie Atkinson

President &
Co-Founder



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Michael Jones

VP of Mobile
Technologies



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Billy McLean

Head of Sales,
EMEA



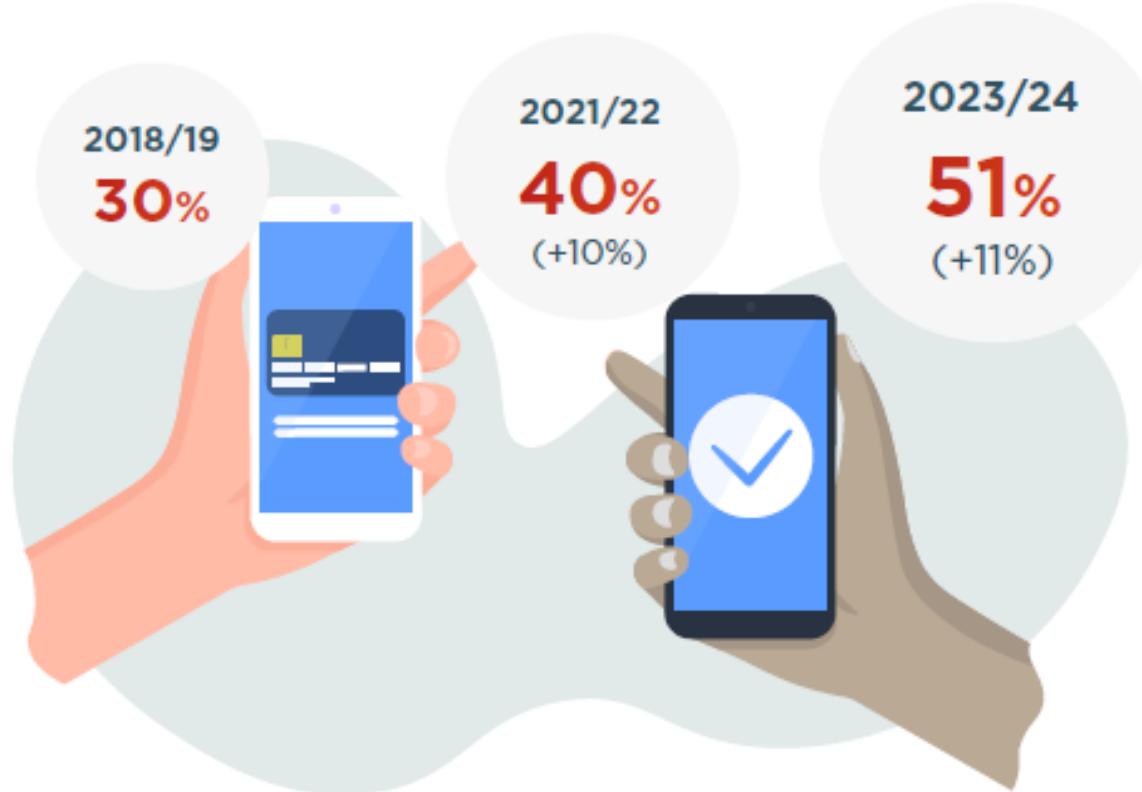
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Today's Discussion

- **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...



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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



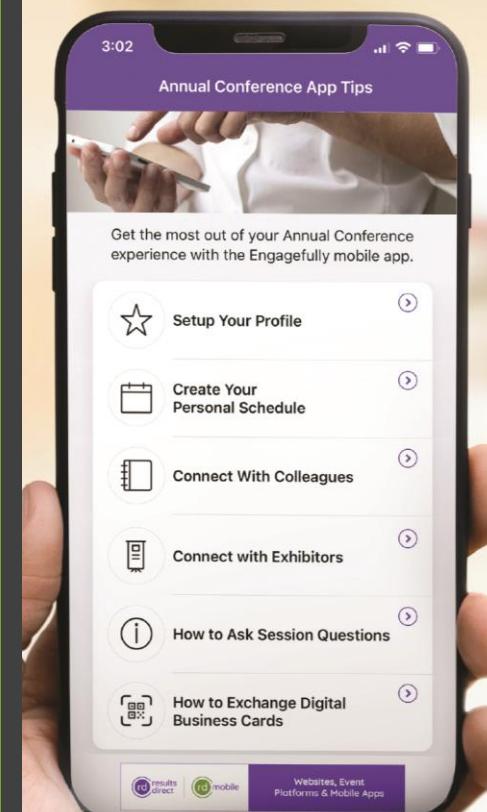
Event Apps



Member Apps

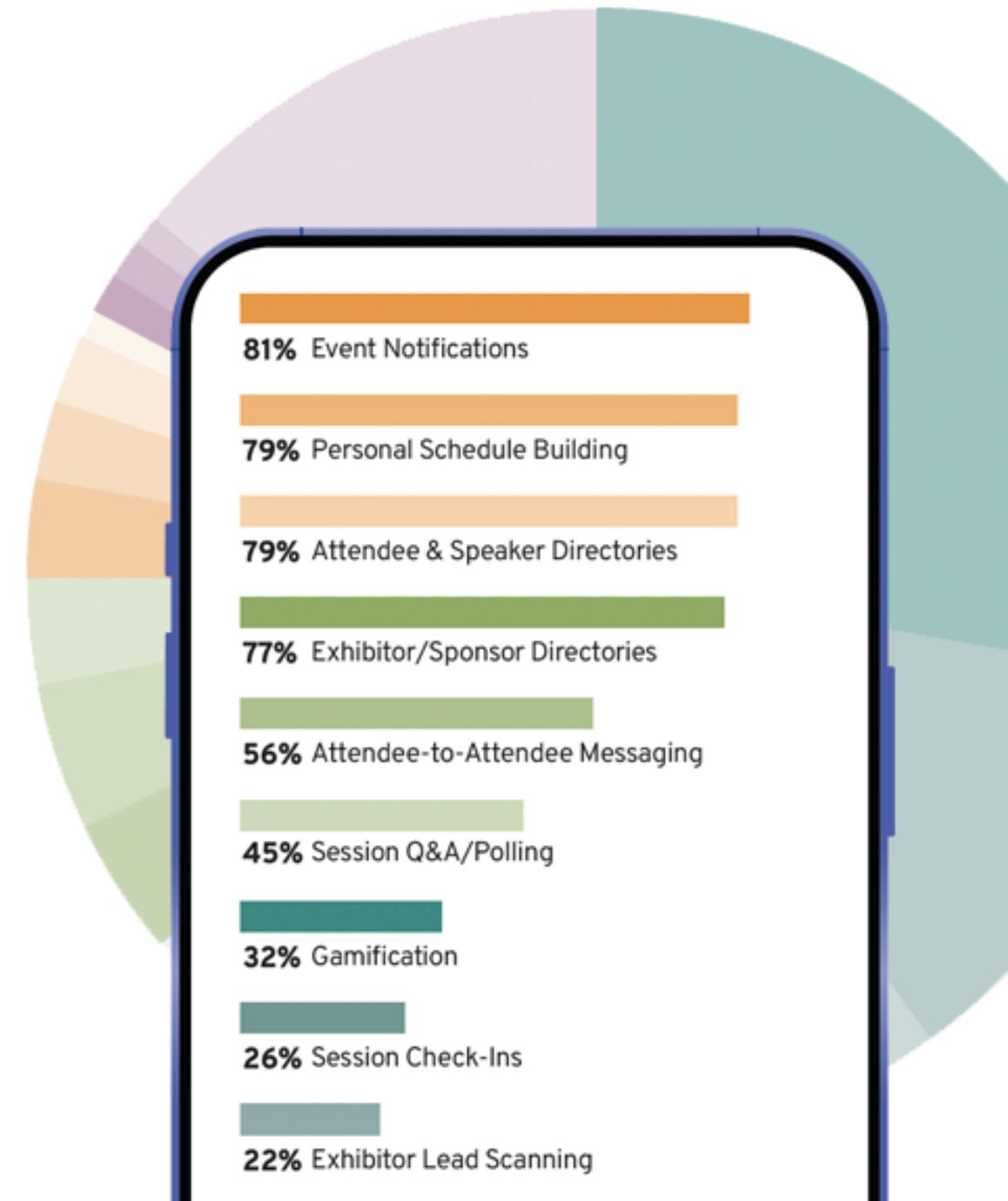


Bespoke Apps



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





62% Communicating value of membership

56% Working with limited resources (staff, budget)

50% Engaging younger/diverse members

45% Reaching members effectively

43% Engaging members outside of events

Challenge:

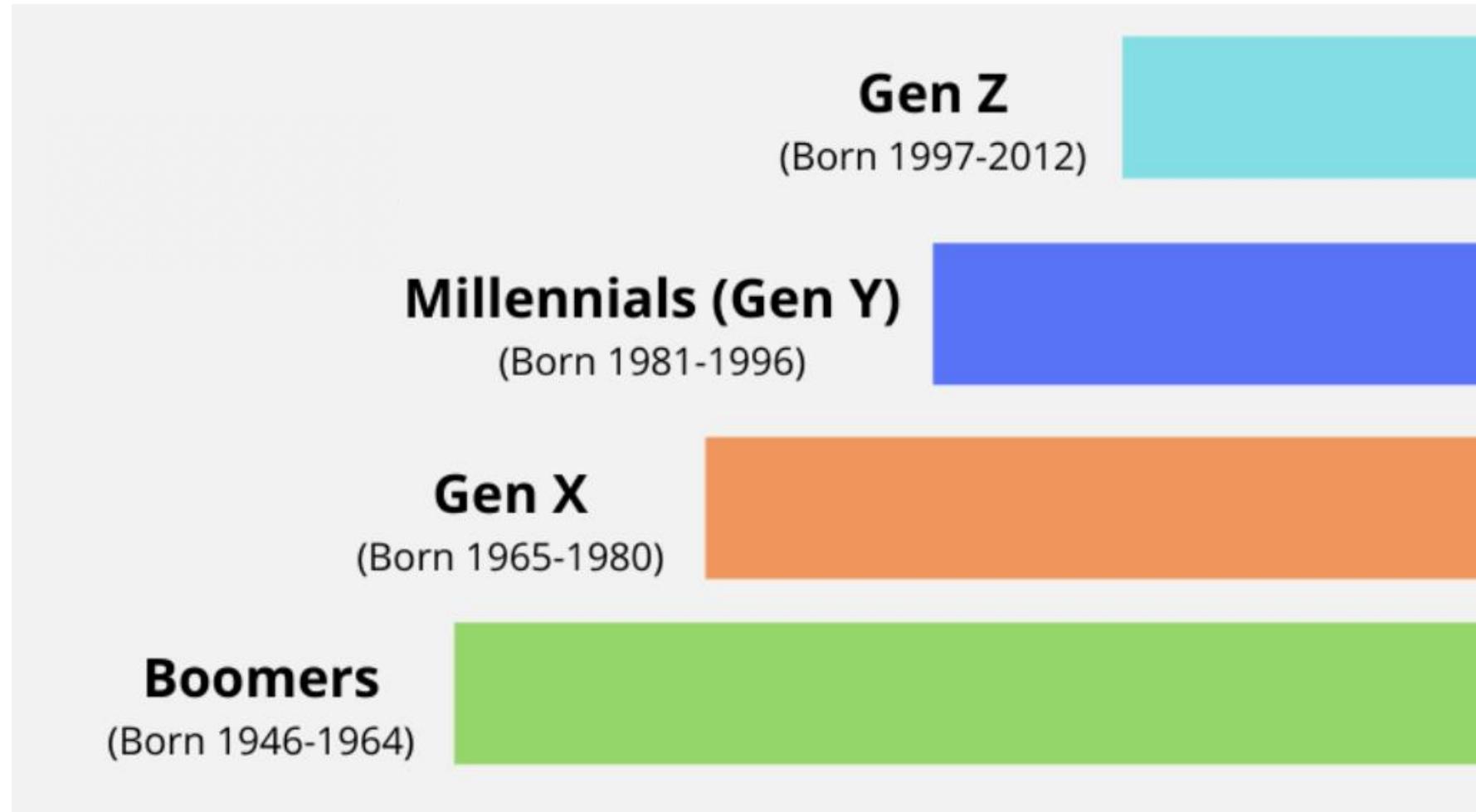
Engaging Multi-Generational Members



BOOK MEETING



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	“Digital natives”
		79% watch videos on their smartphone 1x/week or more	96% smartphone owners
		Prefer “snackable” content	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

Boomers



Gen X



Millennials



Gen Z



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



STATE OF MOBILE IN ASSOCIATIONS 2023

Benchmark Report

74% Provide timely, mobile-accessible content

71% Communicate more effectively with members

69% Engage members year-round

57% Enable member self-service (i.e. manage records/preferences)

49% Engage younger/diverse members

Member Mobile Apps & Usage



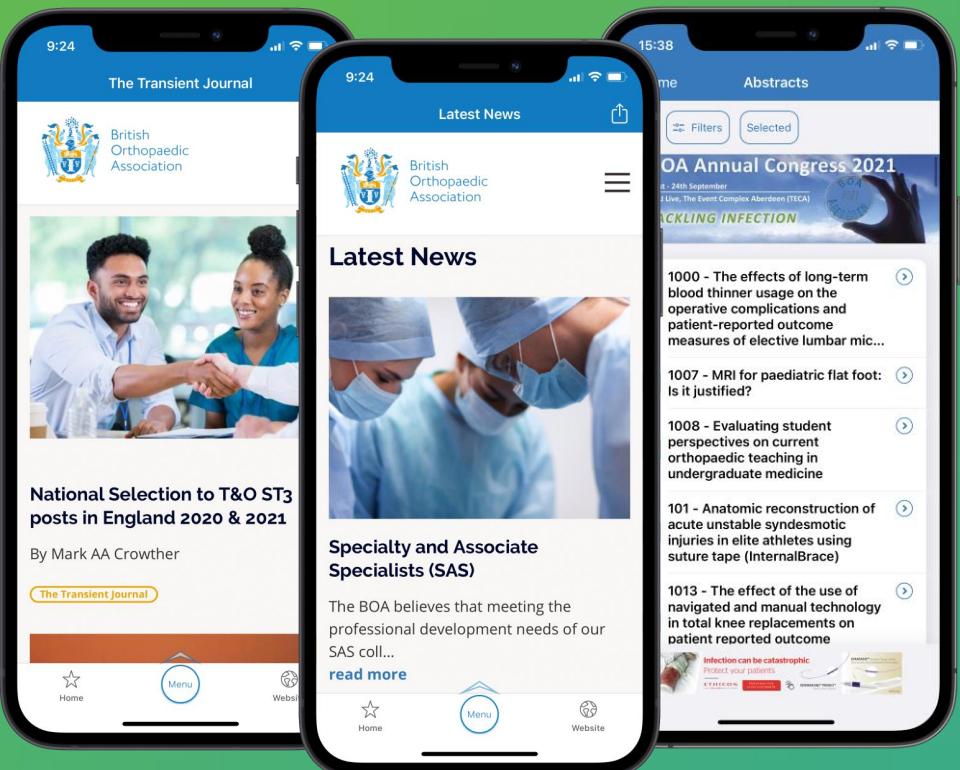


engagefully

Where connection happens

Mobile & Event App Success Story: British Orthopaedic Association

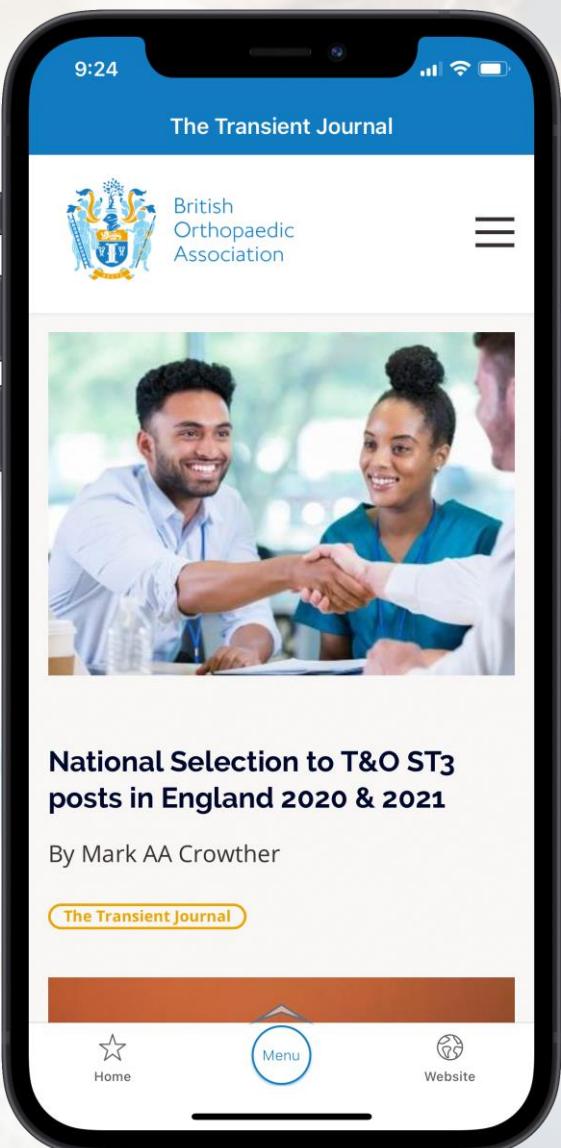
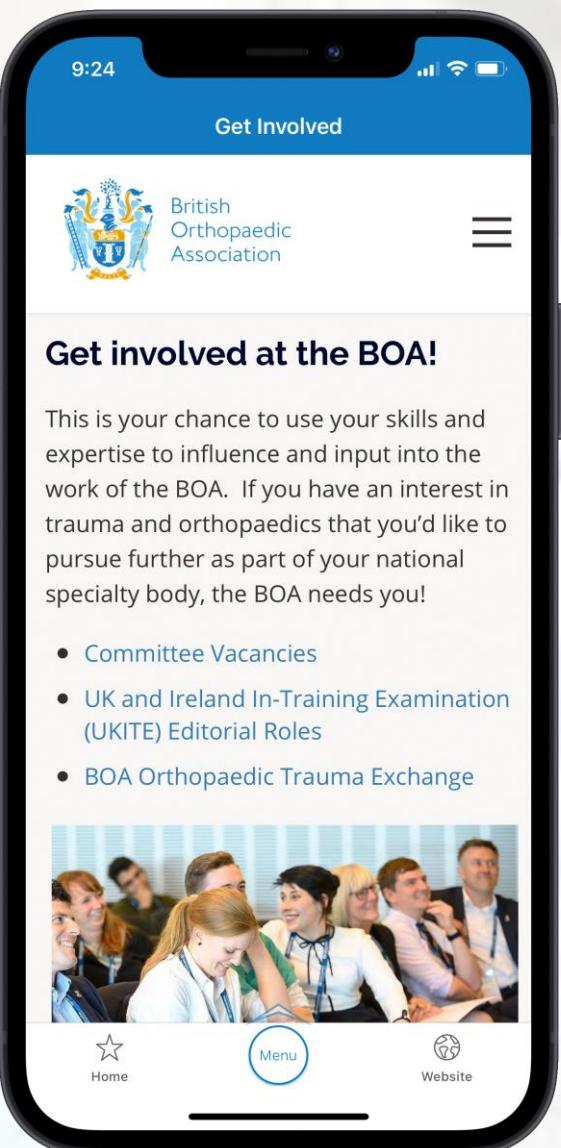
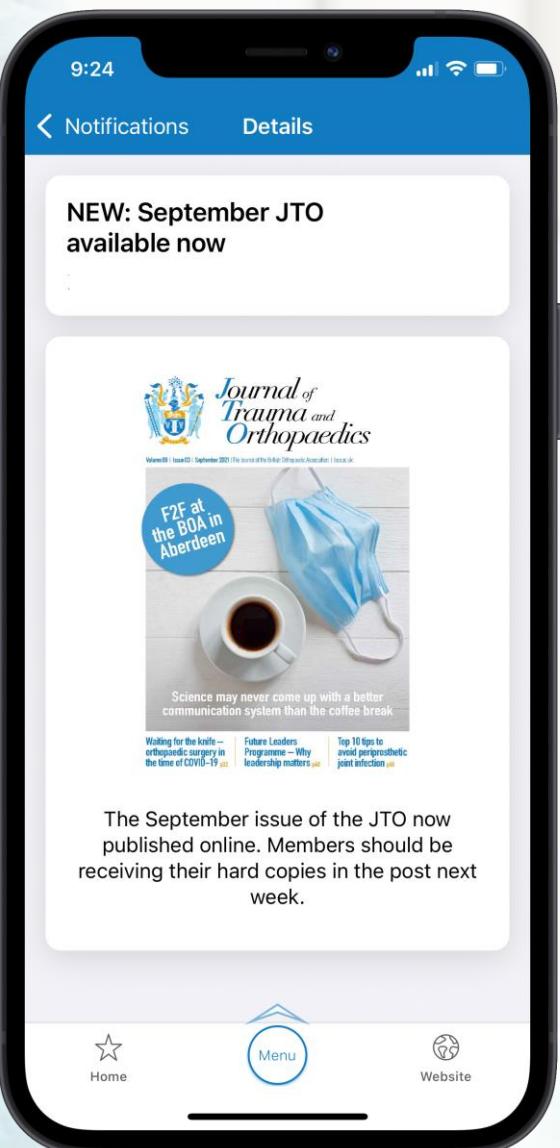
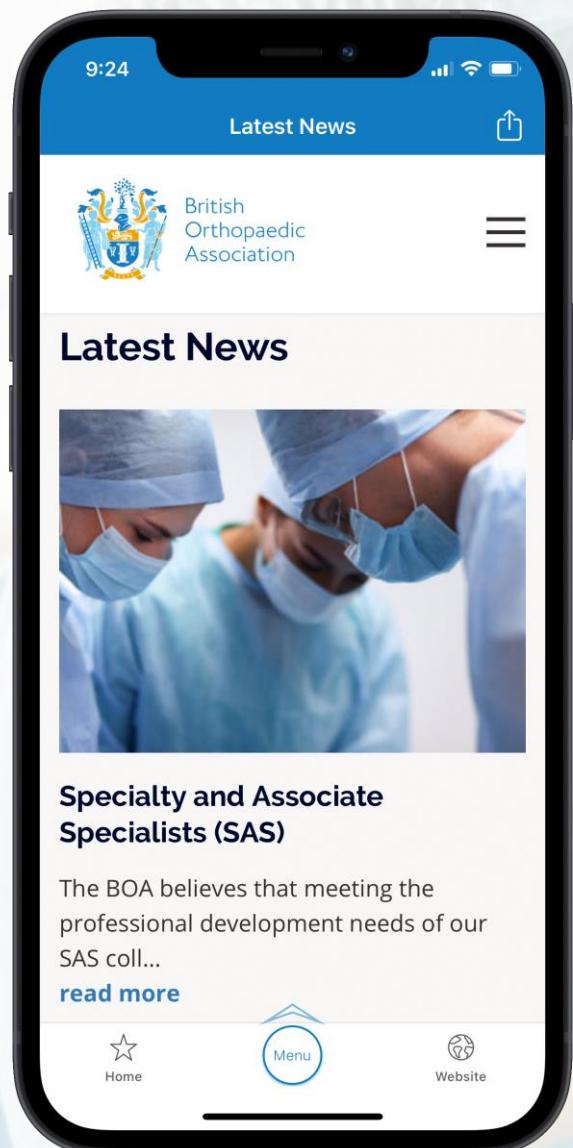
- ✓ 6,520 app downloads
- ✓ 100% app downloads at Annual Congress
- ✓ 9,300 app visits in 2nd month after launch
- ✓ CMS / LMS integration for app login & CPD record access



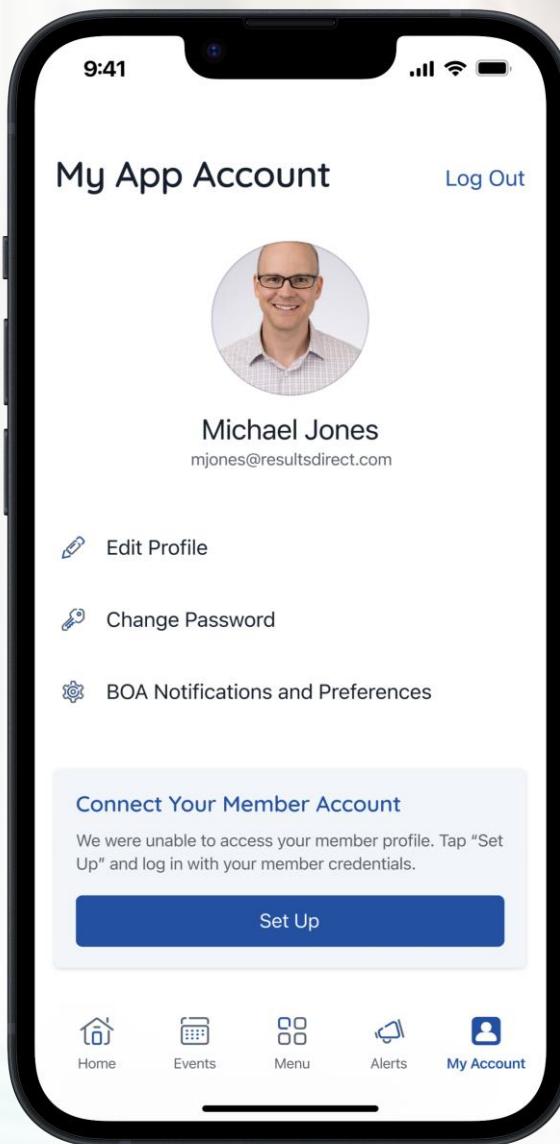
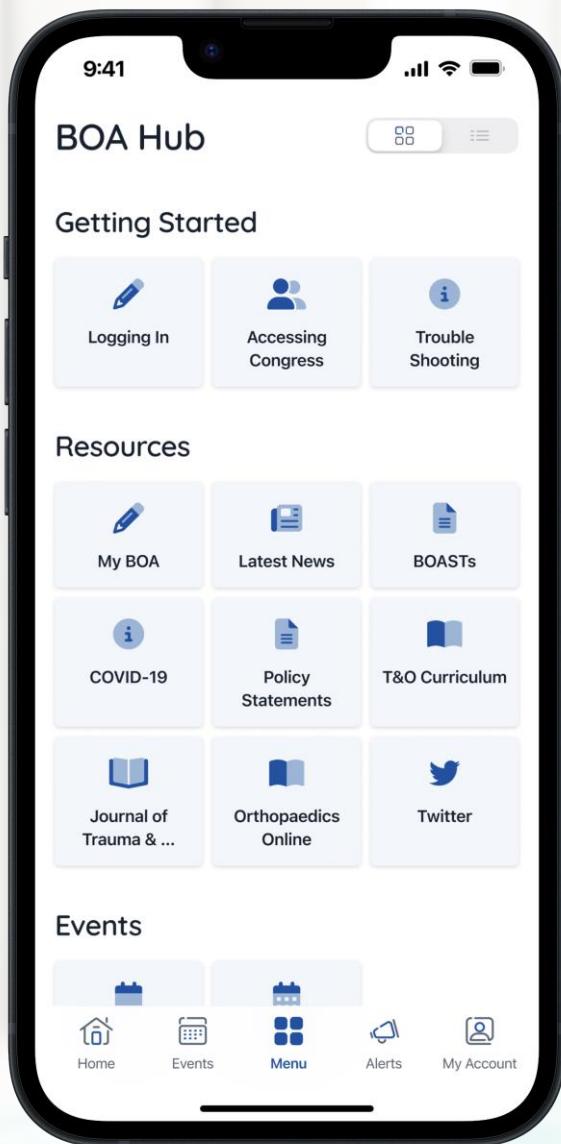
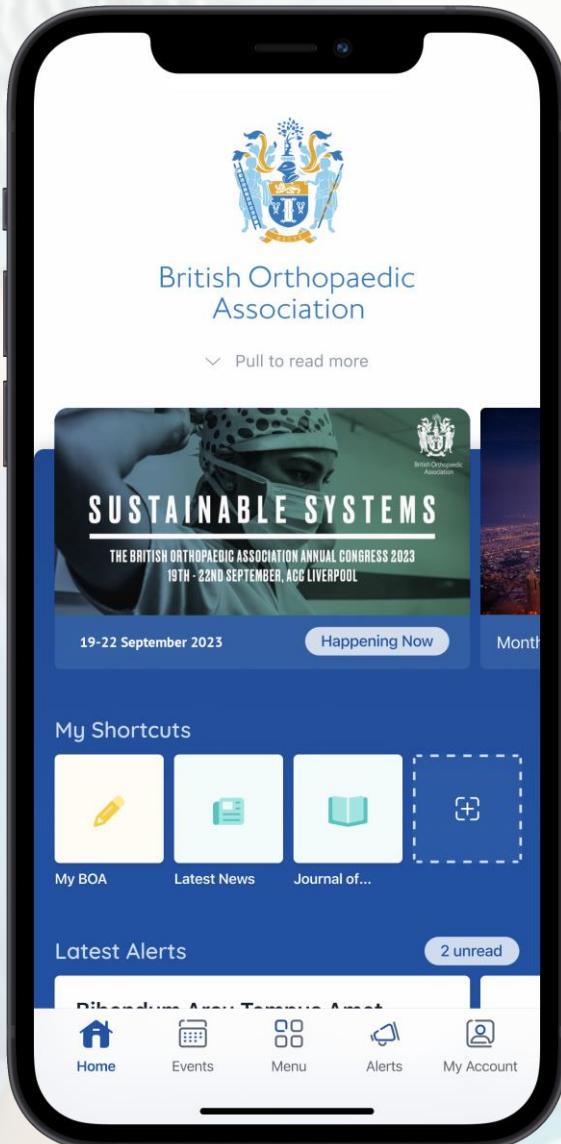
Scan or visit BOA Success Story:
rdmobile.com/success-story/BOA



BOA Mobile App Success Story



What's Next...



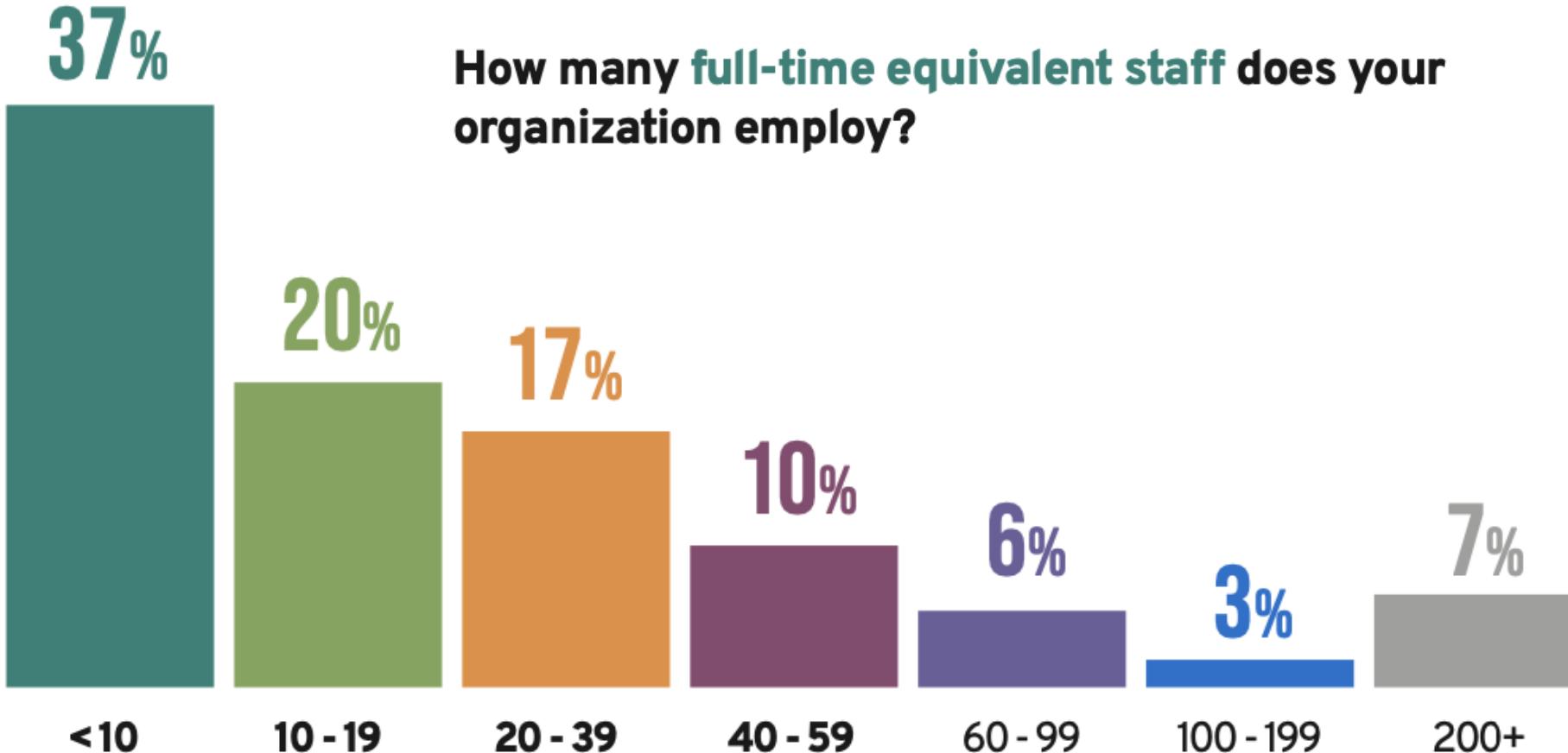
Challenge:

Working with Limited Resources



BOOK MEETING







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Where connection happens

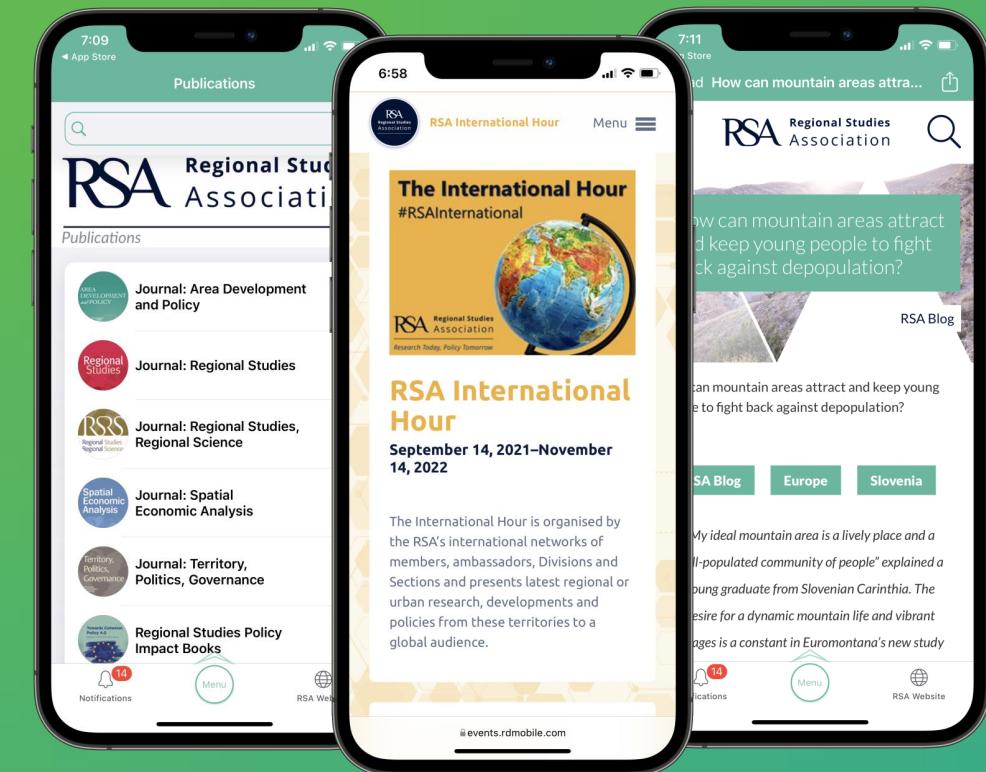
Mobile App Success Story: Regional Studies Association

- ✓ 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



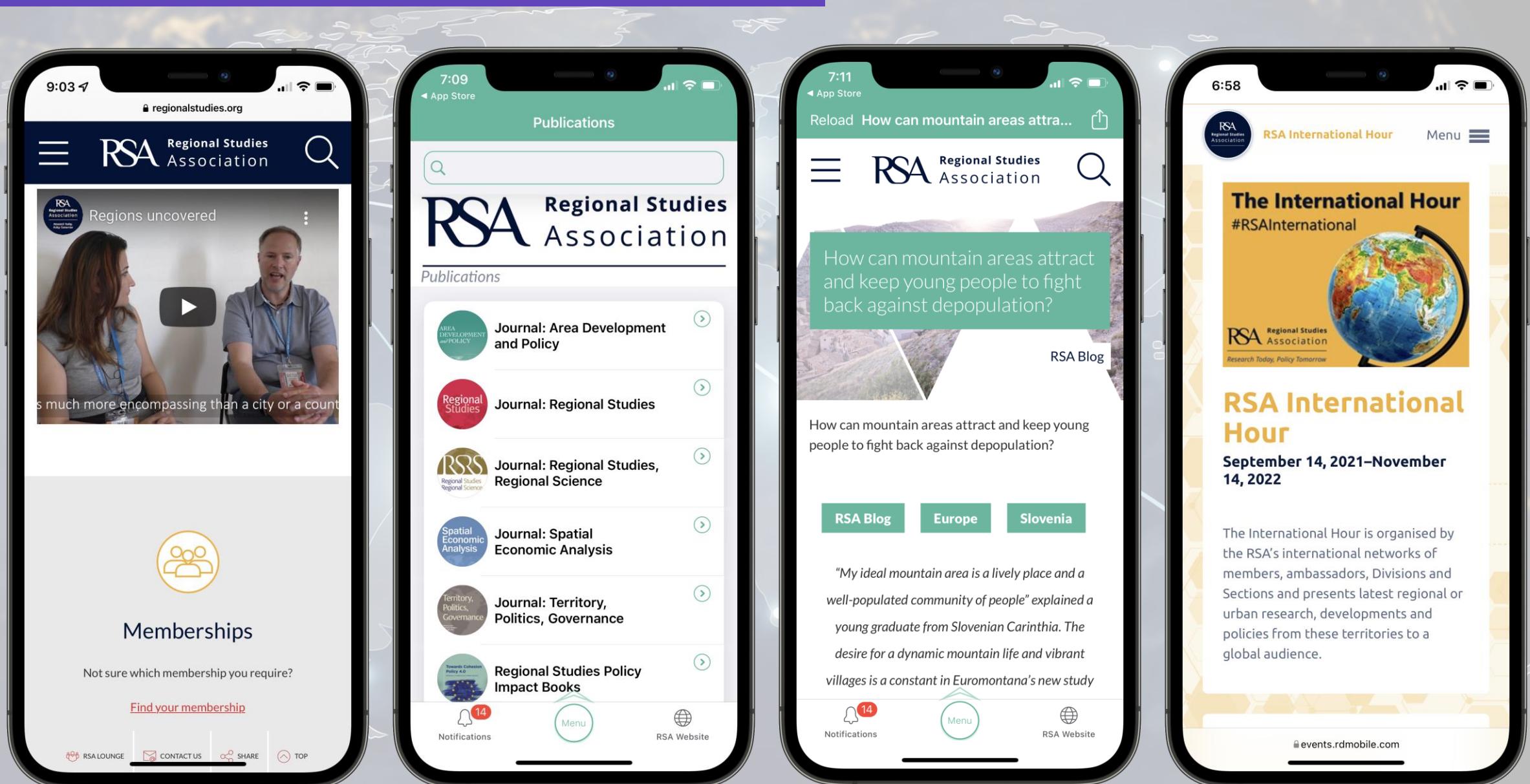
I've been using the RSA HUB app for a year now, almost every day. This app is my silent friend, memory & compass.

RSA Member
Regional Studies Association



Scan or visit RSA Success Story Podcast:
bit.ly/MembershipWorld-RSA-Podcast

RSA Mobile App Success Story



Challenge:

Engaging Members Outside of Your Events



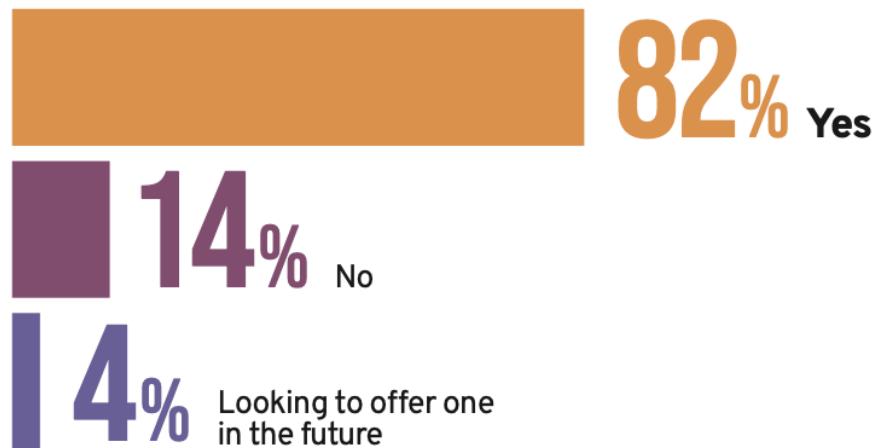
STATE OF MOBILE IN ASSOCIATIONS 2023

Benchmark Report

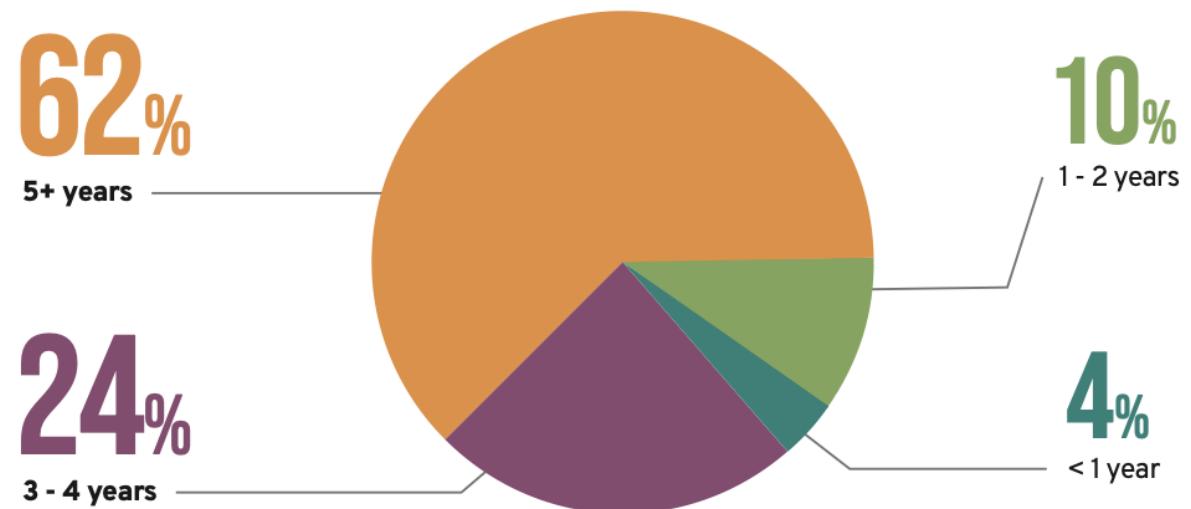
Event Mobile Apps & Usage



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

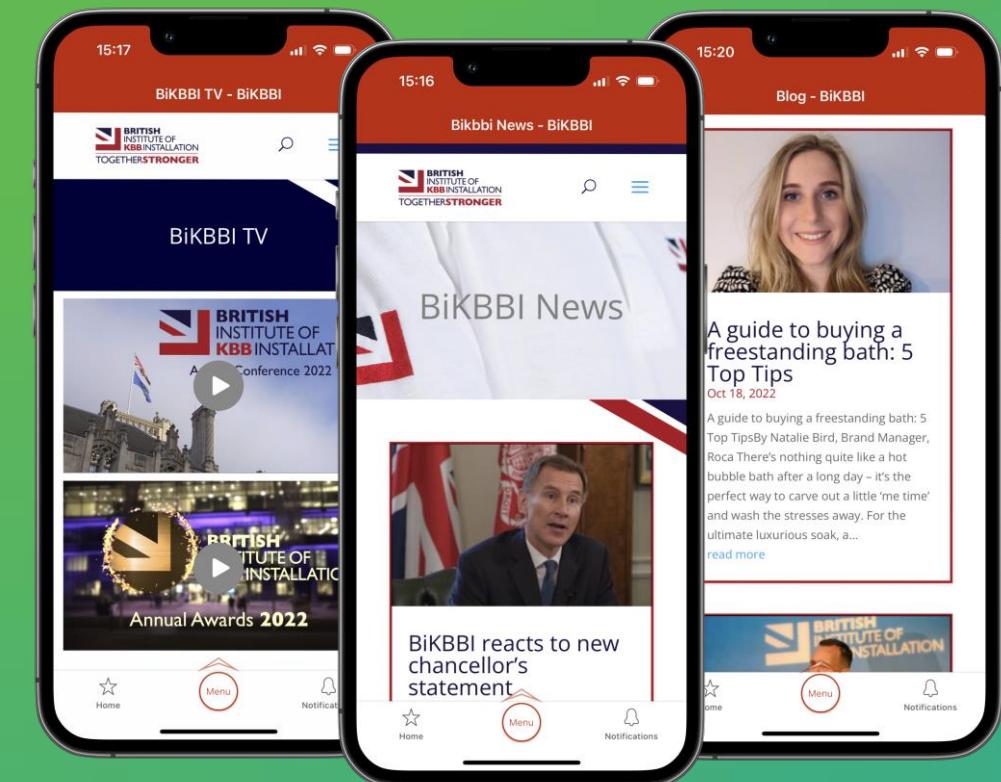
- ✓ 1,600 app users each month
- ✓ Game-changing mobile app for member use at customer sites
- ✓ Business tools, technical reference documents & guidance
- ✓ Significant cost savings by eliminating printing & distribution costs



“

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

Damian Walters
Chief Executive, BiKBBI



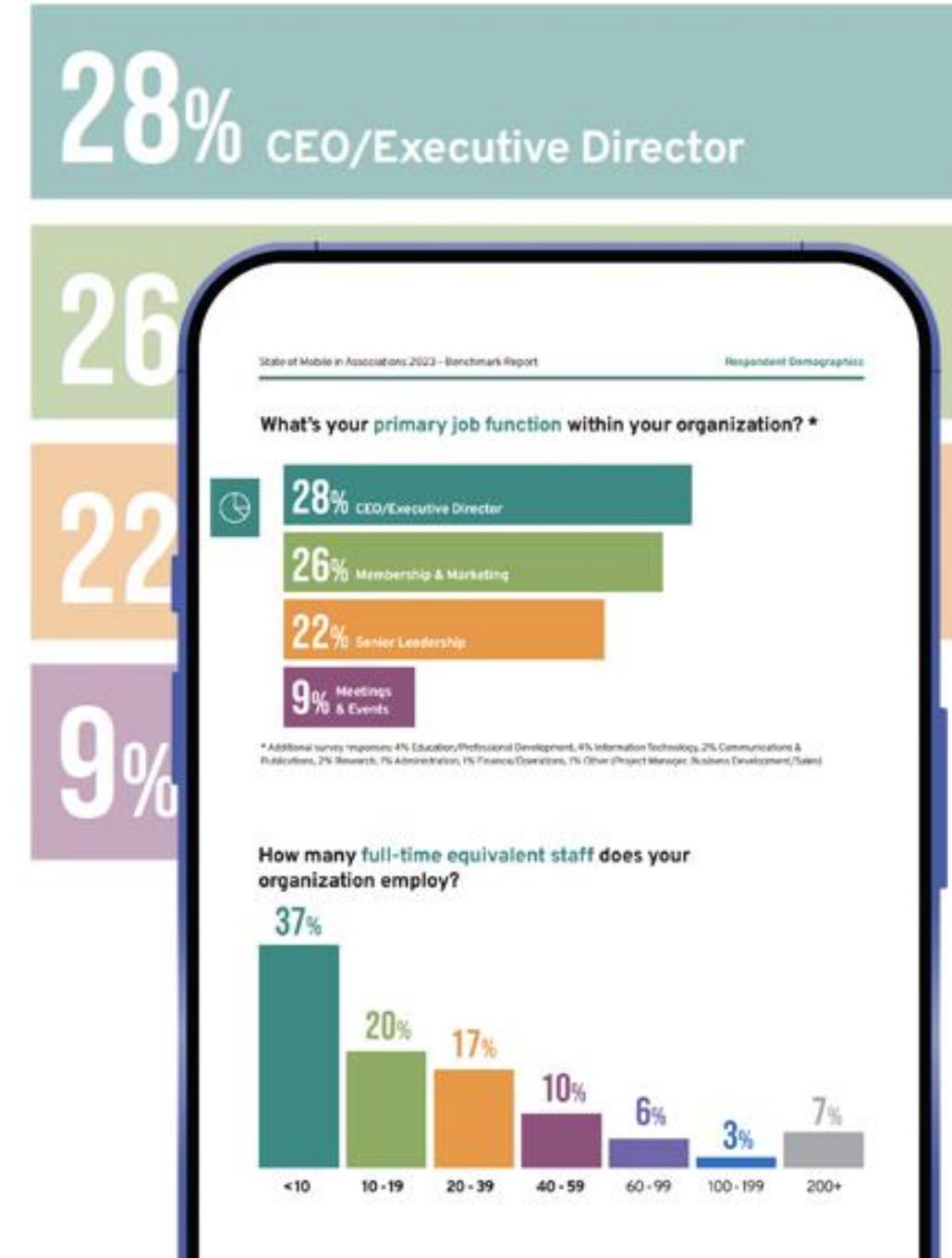
Scan or visit BiKBBI Success Story:

resultsdirect.com/blog/BiKBBIs-game-changing-member-mobile-app



STATE OF MOBILE IN ASSOCIATIONS 2023

Benchmark Report



Thank You: Questions & Answers



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Founder &
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Michael Jones

VP of Mobile
Technologies



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Billy McLean

Head of Sales,
EMEA



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RD Mobile: Schedule a Meeting



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