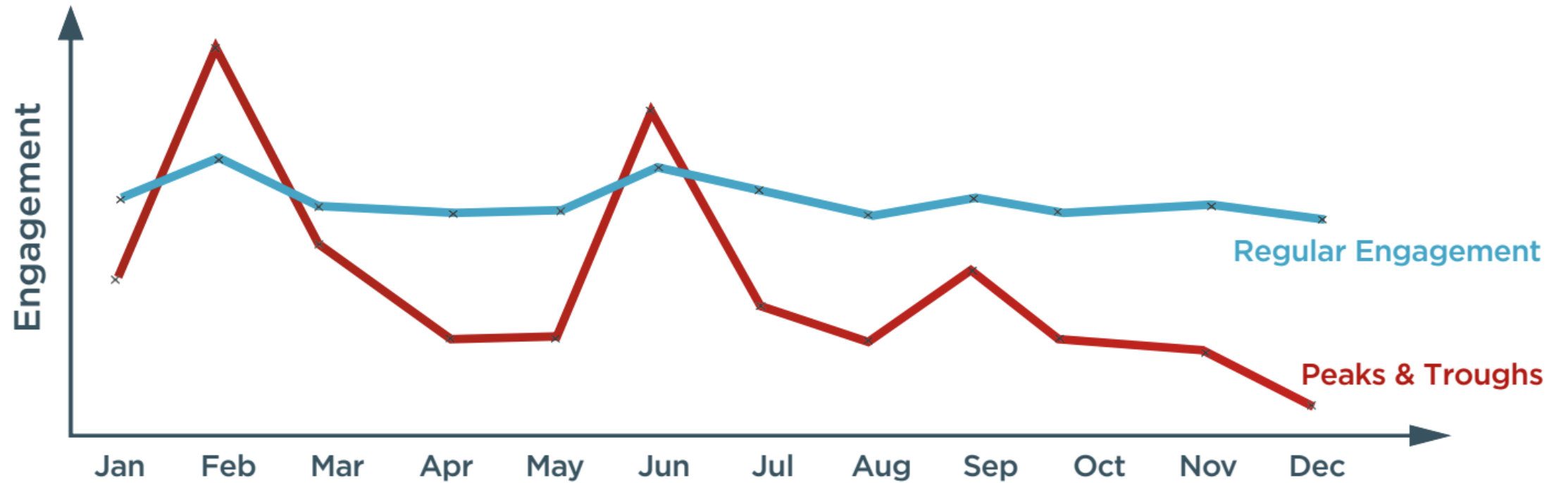


Tools and Tactics to Engage your Membership Community

Lisa Collins

Managing Director, Dovetail Creative,

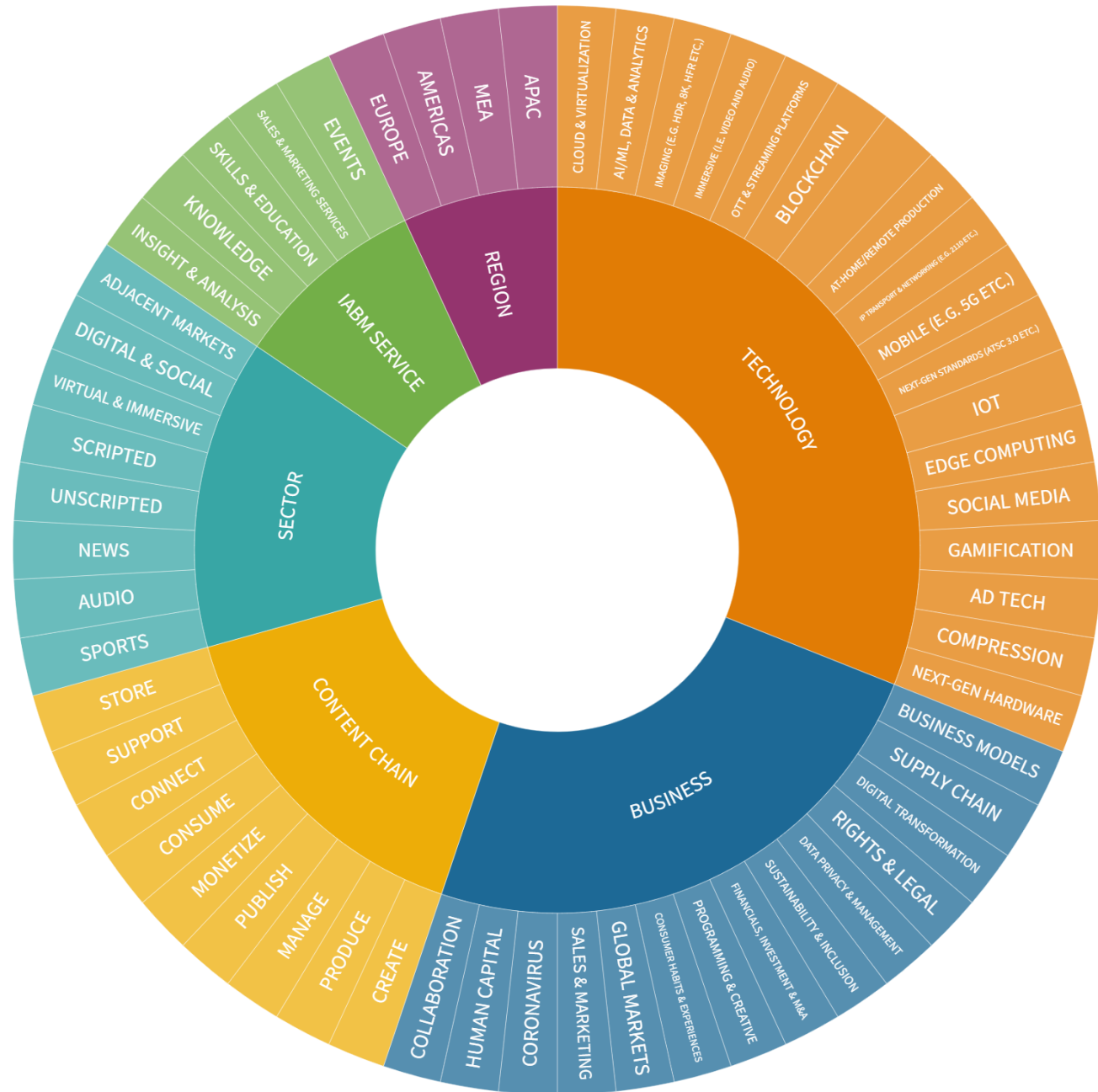
Regular engagement throughout the year





DATA

- Understand needs
- Segment
- Make them feel special
- Make the most of what you have
- Personalisation
- Do less, be more specific

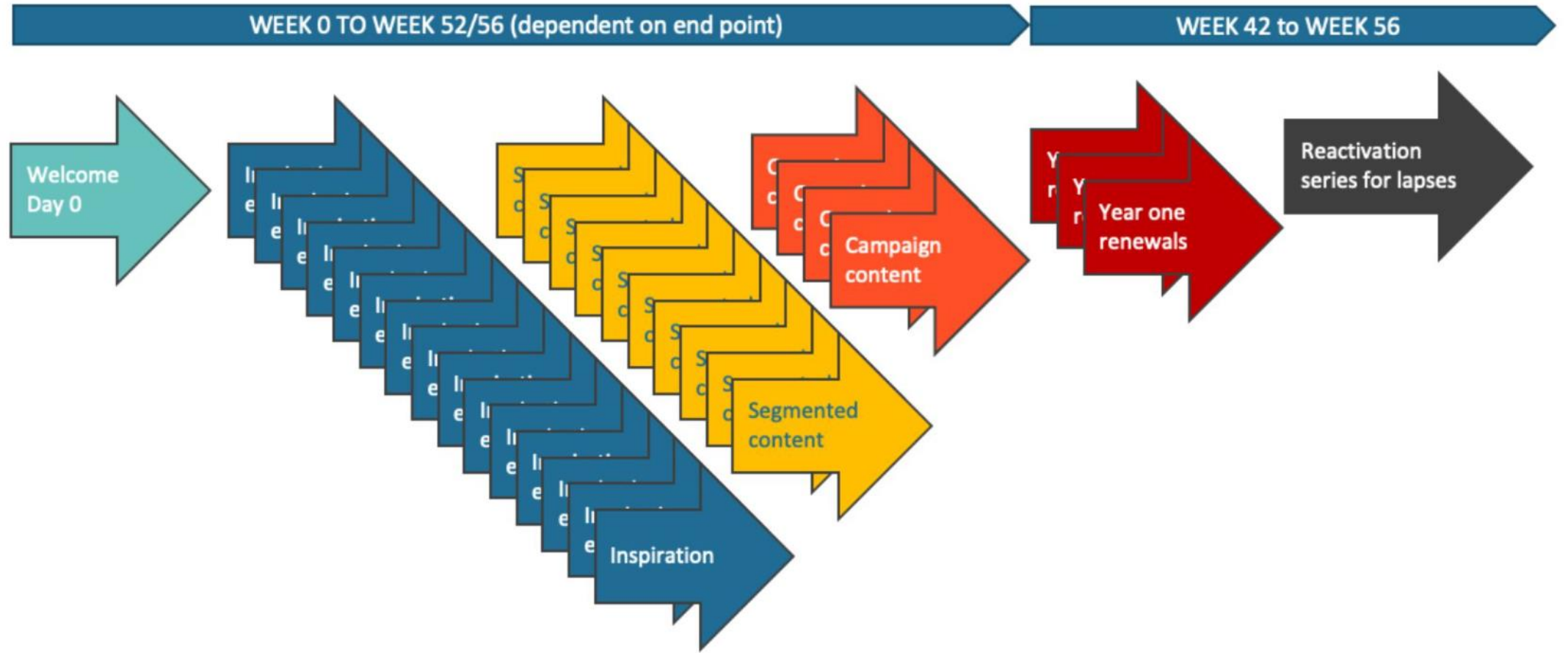


COMMUNICATIONS

- New Members
- Renewals
- Main contact points
- Find out about them
- Talk them through relevant benefits and follow up



Onboarding email programme





Engaging our Members 365

The annual event comes once per year, how do we keep the conversations going?

- The move to digital
- Doesn't always have to be transactional activity – emotional/experience related too
- We can track what our members click on and what events they book –what we really want is for them to be involved so that there is also an emotional connection

TOP 10



Special Interest Groups



Events



Social



Matchmaking



Campaigns



Your Content



Their Content



Technology



Training



10

Awards

Boost your Digital Engagement

	Platinum	Gold	Silver	Bronze	Start Up
Virtual Event Partnership					
 Deliver your own virtual event on IABM's platform. IABM's internal team of experts will work with you through the technical, planning and promotion of your event	✓	✓	👑	👑	👑
IABM Expert Speakers					
 Attendance and presentation by IABM Executive on industry issues at investor, channel, and/or team meetings. Use one of our experts to moderate your panel or interview your speakers during your own event.	✓	✓	👑	👑	👑
Upload products and services to the IABM BaM Shop Window™					
 Includes a presence on IABM's new lead generation initiative – BaM Slider™	✓	✓	✓	✓	✓
Upload your own thought leadership content					
 Promote your press releases, white papers and case studies on the IABM website and social channels	✓	✓	✓	✓	✓
Promote your virtual events					
 Add all of your scheduled virtual events on the IABM virtual events calendar and feature in our Webinar Wednesday emails	✓	✓	✓	✓	✓
Take part in an IABM TV					
 Arrange an interview or Panel discussion that are distributed as part of the IABM In Conversation with Series	✓	✓	✓	✓	✓
Feature in our digital quarterly Journal					
 Provide articles, case studies and content	✓	✓	✓	✓	✓
Take part in IABM Virtual Events					
 Provide speakers, panel members and case study fireside chats	✓	✓	👑	👑	👑
Attend IABM Virtual Events					
 All events will take place in our virtual environment using our dedicated platform. Unlimited seats are available for IABM Members to attend and all sessions will be available on demand following the event	✓	✓	✓	✓	✓

Technology

	Platinum	Gold	Silver	Bronze	Start Up
Future Trends Channel					
 A launch pad for Innovation with a packed agenda of presentations that explore up-and-coming technology and business trends	✓	✓	✓	✓	✓
Standards					
 IABM specialists represent members on technical committees and standards bodies around the world and feed back information	✓	✓	✓	✓	✓


Share your Opinions and Help Shape our Industry

	Platinum	Gold	Silver	Bronze	Start Up
A new Members' Board is elected every two years from our membership to help shape and guide the Association	✓	✓	✓	✓	✓
We have five Members' Councils: Americas, APAC, DACH, Europe & UK. The aim of these councils is to provide members with a forum to address region-specific issues and provide an influential voice in each region's broadcast and media technology industry	✓	✓	✓	✓	✓

- Notes:
- Silver members can add further subsidiaries and brands to their membership for an additional charge
 - Companies with more than 50 employees cannot be less than a Silver/10+ member. Any company eligible at Silver can also be Gold or Platinum if they wish to obtain the extra benefits
 - Start-up membership is applicable to companies that have been trading for less than two and a half years

Key: Included ✓ Chargeable at member rate 👑
Information correct at time of print, October 2020

Market Tech Intelligence

	Platinum	Gold	Silver	Bronze	Start Up
Media Tech Trends Intelligence					
 Adoption Trends These reports enable media technology suppliers and users to track adoption and use cases of digital technologies such as Artificial Intelligence & Machine Learning, Cloud & Virtualization, Immersive Tech, Imaging Tech Blockchain	✓	✓	✓	✓	✓
Sector Trends This stream consists of reports tracking trends in different sectors such as news, sports etc. These reports enable media technology suppliers and users to track technology use cases and models relevant to specific sectors	✓	✓	✓	✓	✓
Content Chain Trends These reports enable media technology suppliers and users to track developments in specific parts of the content supply chain such as content creation or management. These developments include changing buying needs in specific product categories, investment drivers etc	✓	✓	✓	✓	✓
Structural Trends These reports enable media technology suppliers and users to track developments in technology delivery models such as as-a-service as well as technology models needed to support digital services such as advertising video on-demand (AVOD)	✓	✓	✓	✓	✓
Regional Trends These reports enable media technology suppliers to track regional spending drivers such as the transition to digital broadcasting and the move to next-generation terrestrial standards (e.g. ATSC 3.0)	✓	✓	✓	✓	✓

Media Tech Business Trends Intelligence

This research stream will be based on IABM's Media Tech Business Tracker, a survey of media and technology professionals. The research covers current and future media technology strategies and business trends					
Digest	Large executive summary of <i>The Media Tech Business Report</i>	✓	✓	✓	✓
Report	Full report in PDF	✓	✓	✓	✓
Analytics	Access to IABM Media Tech Business Analytics containing invaluable insights into the state of the broadcast and media technology industry and enable you to filter the Media Tech Business Tracker dataset with demographic variables to answer your own specific questions and enables you to export your customized reports in any format you like including Excel, PowerPoint or PDF	✓	✓	✓	✓
Access to Analysts		✓			


Special Reports

\$500.00 for non members	Biannual Special Report. The report is the result of in-depth analysis by IABM's Business Intelligence Unit of a wealth of qualitative and quantitative research on the present state and potential future paths for our industry	✓	✓	✓	✓
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Presentation Slide Decks

\$500.00 for non members	Download the various slide decks from the informative presentations that IABM deliver at major industry events	✓	✓	✓	✓
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Bespoke Research

	IABM Analysts work with Platinum Members on bespoke research projects based on their own needs and requirements. These studies generally rely on ad-hoc qualitative/quantitative research, including expert interviews and/or survey evidence, conducted by IABM. All projects benefit from our extensive experience in market research, data collection, data visualization, and data analysis	👑			
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Enhance your Brand

	Platinum	Gold	Silver	Bronze	Start Up
Award Entries					
 IABM runs several high profile awards events every year to celebrate achievements and to recognize new solutions that offer significant benefits or new opportunities to the broadcast and media technology industry. Judged by a truly independent panel of industry experts, the IABM BaM Awards® have become highly prized assets for winning companies, and a valuable vehicle for raising awareness of new products, as well as recognizing their significance within our industry	2	2	1		1
At Events					
 Ensure your brand is seen by all delegates at our events and meetings throughout the year through our range of sponsorship and exhibition opportunities	👑	👑	👑	👑	👑

Key: Included ✓ Chargeable at member rate 👑



DEMONSTRATE VALUE

- Tell them!
- Internal alerts
- Marketing

The screenshot shows the top navigation bar of the IABM website with links for Membership, BaM Shop Window, Industry News, Knowledge Hub, Media Tech Intelligence, Education, Business Support, Our Community, Events, and Technology. Below the navigation is a purple banner that says "Welcome Ben," followed by a message: "On this page you can ensure that the IABM website is working for you by updating your preferences and details you can also see key messages designed exclusively for you." To the right of the message is an icon of three people sitting around a table.



IABM Member Benefit Statement

Company Name	ZYX Digital Limited	Date Joined	01-01-2010
Membership Type	Gold Member	Renewal Date	31-12-2021
Most recent activity	Page Views	Leads Generated	85
Price of Membership	£4,500	Value of Benefits Used	£5,500

Benefits Summary



Benefit Statement Details

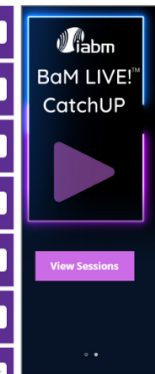
Delegate at an IABM Event

Date	Event	Delegate	Value
21-06-2021	BaM Live!	Ben Dales	£100.00
05-04-2021	Discovery Webinar	James Long	£50.00
23-03-2021	BaM Live	Ben Dales	£100.00
Total Value			£250.00

Digital Engagement

Date	Item	Value
21-06-2021	Digital: BaM Live Gold Partner Listing	£1000.00
09-04-2021	Digital: FOMO Friday Email Feature	£150.00
03-03-2021	Digital: Posting on Job Shop	£100.00
15-01/2021	Digital: Tracks on BaM Shop Window	£250.00
Total Value		£1,500.00

The screenshot shows a member dashboard with several interactive cards. Each card has an icon, a title, a brief description, and a button. The cards include: "My Member Benefit Statement" (Track your membership usage in realtime), "Your BaM Slider™ Virtual Watch List" (View your saved BaM Slider companies and share with colleagues), "Your Profile" (Make sure your details are fully up to date), "IABM Member Benefits" (Find out more about our enhanced member benefits), "Create your personalised IABM content experience" (Update your topic based interests and make sure we have your most up to date job title), "Recent Activity" (View recently viewed articles etc), and "E-Learning Courses" (View your e-learning courses (where available)).



Silver IABM Members pay £900 for their membership and on average use benefits to the value of £3,800 over 12 months

FINAL ROUND

Specialist group meeting 

All Things Membership

Engagement, Retention, Recruitment,
Communicating value & more...

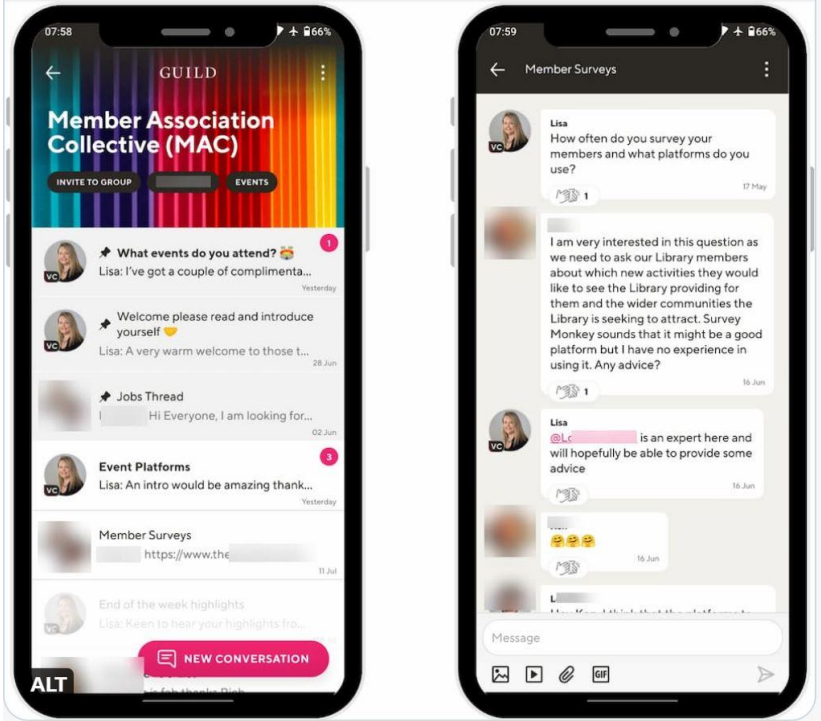
ONLINE MONTHLY

10 NOV 2022

All things Membership

Specialist Meeting
Online | 45 mins

Discuss all things membership: Engagement, Retention, Recruitment, Communicating value & more...





THANK YOU

Email
lisa@dovetailcreative.co.uk