

Member Engagement, Automation & Personalisation - strategies for a successful community

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AGENDA

- Introduction
- Member Engagement – what is it?
- Case Studies
- Exercise

What is Member Engagement?

The interactions between a membership organisation and its members, or the relationship members have with their membership organization – The Member Experience

Member Value is the positive outcomes delivered via member benefits, then Member Engagement is the relationship to achieve those outcomes

Member Engagement leads to increased member loyalty, or retention, as when members are engaged then they are more likely to stay. It aims to take the relationship beyond the transactional and into the emotional or meaningful

The Importance of Member Engagement

Increase Usage

Engagement can be used to increase usage of services by members

Get Feedback

Engagement can be deployed to gather feedback on services and respond to members' ideas and feedback.

Gather Data

Engagement can be used to gather data on membership interests and demographics. This data can be in turn used to power better personalisation.



Challenges

- Cut through with comms in busy inboxes and social channels
- To continue to reach and engage them throughout the year and not just around and during our congress
- As there are more and more events to attend, it proves quite difficult to generate registrations
- People are bombarded with mailshots and invitations to events, and we might not be able to put our communication afloat on all that ocean of noise
- Members not reading at all or not reading correctly
- Very busy members; not enough engagement opportunities; trying to move away from the Association being define by the Congress only, want people to know the society for other things too
- The different level of engagement between members and a certain fatigue of attending meetings (too many, especially on-line) and sharing data
- Getting employees of member firms to engage
- Members are busy and frequently travelling so difficult to reach
- Our members are mostly owner-manager SME businesspeople. Trade association membership is always a 'nice to have' when your order books are busy, or you have a staffing crisis to manage. So we are a low priority in our members' day to day lives, which makes engagement sluggish
- Finding something attractive enough for students to get engaged on a long-term basis
- Time ... they are very solicited and you have to help them and not ask them to fill in 100 question questionnaire - simplify and essentialize is key

- Lack of interest.
Financial restrains.
- Always the same people in volunteer groups volunteer, but then do not show up at meetings or do not contribute
- We would like to see more new faces in discussion, in forums
- Getting members to realise that the more they participate, the more they build their relationships and the more business they potentially get.
- We need to be clearer on our value proposition.
- Analysis ongoing to understand what stage of the engagement cycle our members are at and how we turn more members into advocates
- Non-member engagement - monitoring and policing while trying to recruit new members and still providing membership benefits.
- Our membership area suffers from having members that have high responsibility and large budgets to manage, but little autonomy and authority in order to innovate or suggest change. This means they also have a difficulty in justifying enrolling in a course, coming to an event etc .
- Curating our engagement to speak to the seasonality of our industry - Winter and Summer / Northern and Southern Hemispheres
- The sense of a Gentlemen's Club and inner circles.

Who are IABM



IABM helps make sense of the digital transformation happening in the Broadcast, Media & Entertainment technology landscape. We are the trusted, effective and influential source for business intelligence, engagement and skills development. We connect, share knowledge and promote collaboration.



Annual Corporate Membership

£12,300

£4,500

£1,750/£900

£550

£750

IABM – Where we were

- We had no engagement strategy
- Our applications were not integrated
- Time consuming, there was no one dedicated
- Usage of IABM services were too low according to both quantitative and qualitative research conducted. Most members blame time pressure for low usage and in some cases, that is certainly the case
- However, it is not just time. Some research participants also mentioned lack of personalization, lack of content curation and the fact that what IABM provides is not essential to what they do
- The content and services provided by IABM often went to a gatekeeper – generally an IABM promoter – before reaching other employees at member organizations.
- Lack of data and understanding on our potential members and potential to convert together with historical info



THE STRATEGY

- Engagement Strategy
- Invested in Technology ££
- Onboard the team and employed a dedicated resource
- Personalisation
- Deepened the existing database of member contacts to improve penetration in member and partner organisations
- Implemented annual member benefit & value statements
- Online self-service member areas
- Used member engagement strategy as a data gathering tool
- Actively promote the benefits

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:**
1. Silver members can add further subsidiaries and brands to their membership for an additional charge
 2. Companies with more than 50 employees cannot be less than a Silver100+ member. Any company eligible at Silver can also be Gold or Platinum if they wish to obtain the extra benefits
 3. 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 s-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	✓	✓	✓	✓	✓
Presentation Slide Decks					
\$500.00 for non-members Download the various slide decks from the informative presentations that IABM deliver at major industry events	✓	✓	✓	✗	✓
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	✗	✗	✗	✗	✗

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 ✗



Considerations

Not just transactional

Emotional

- Positive and negative experiences
- Personal engagement year round
- Challenge – full team buy in is crucial

A tailored approach

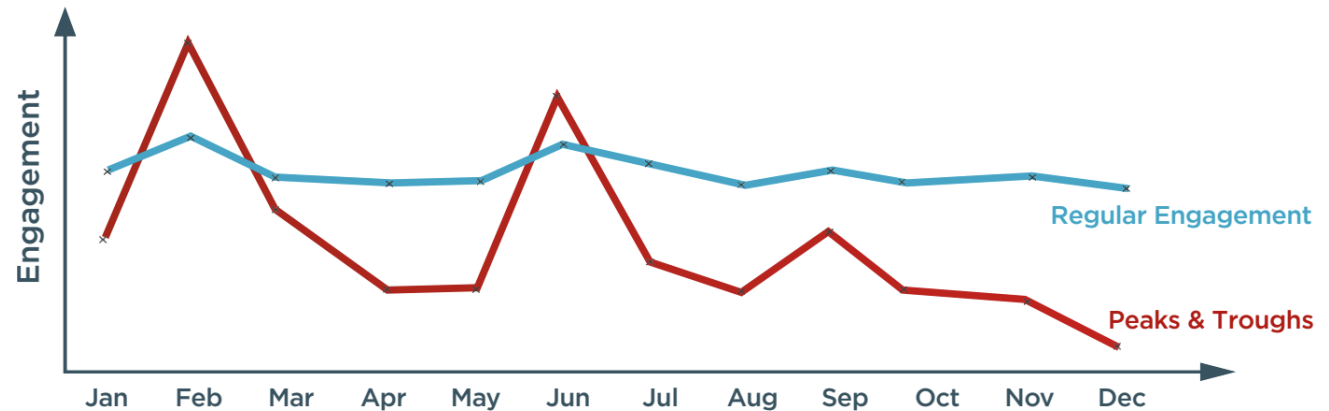
Make engagement easier

Automation

Self Serve

Integration

Central point of contact



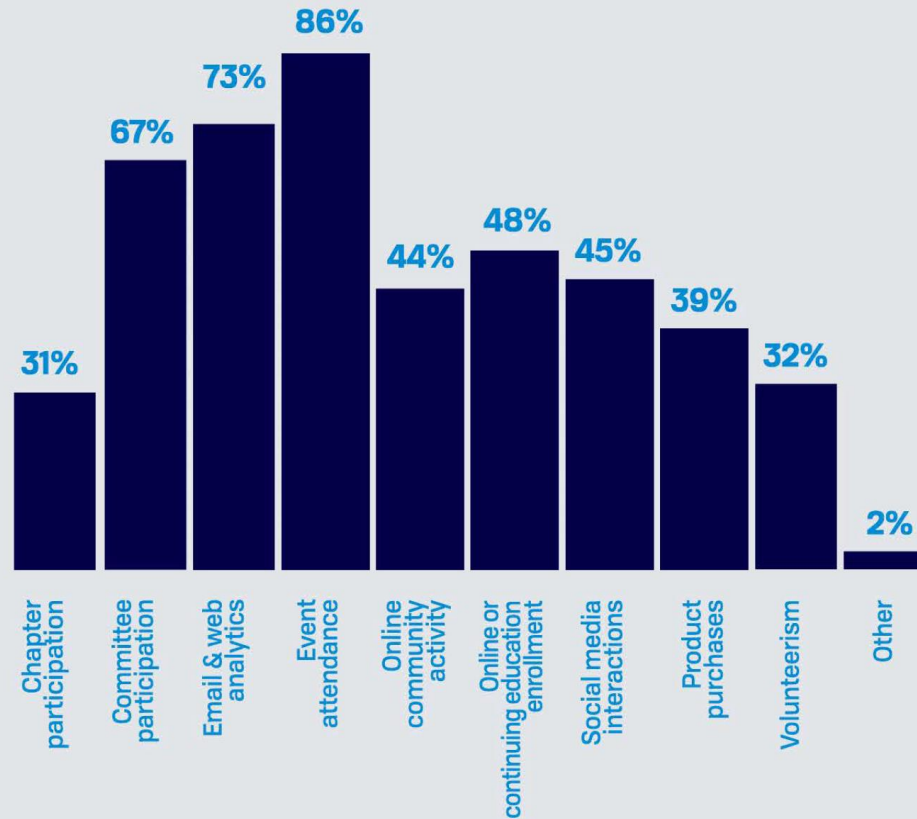
What we Measure – what you said

- **Top – events, congress participation**
- Survey responses
- Taskforce/Chapter engagement
- Downloads
- Social Media Interaction
- Voting at elections
- Digital activity
- Newsletter opens
- Renewal of membership
- Email opens
- WhatsApp conversations

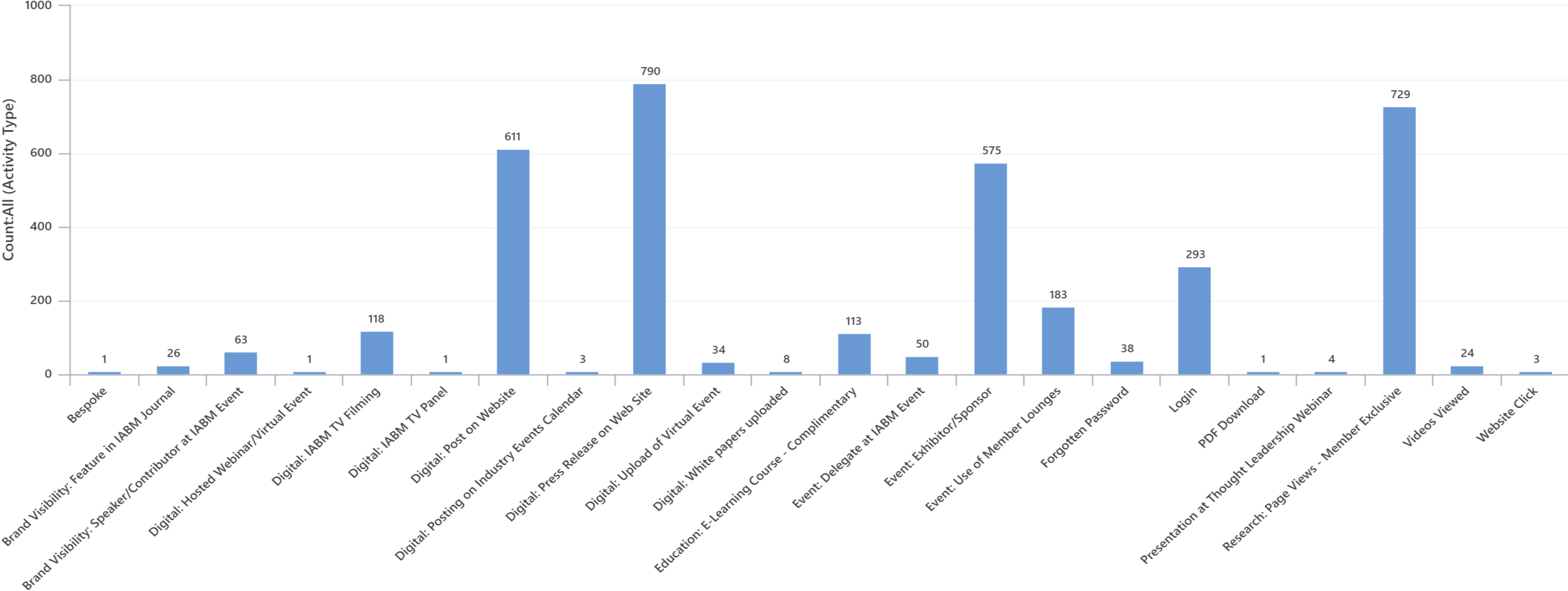
Only 53% of member organisations measure engagement

What elements of member engagement is your association tracking?

(Multi-select, shows percent of respondents who selected each option)



Activity Type by Activity Type



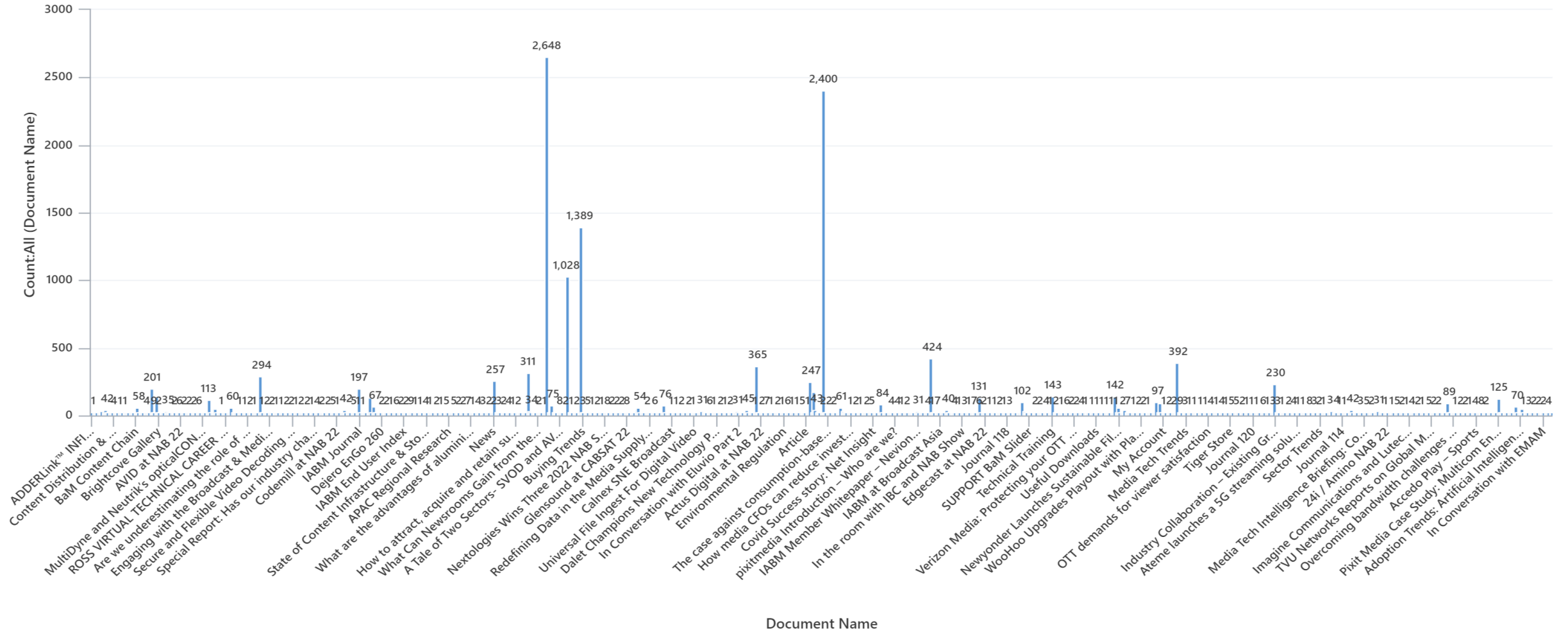
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Document Name by Document Name ▾

⋮



Quickbooks Id	5588
Company Name *	Avid
Legal Name	Avid Technology Europe Ltd
Parent Organisation	---
Region	UK
Website	https://www.avid.com
Source Code	Unknown
VAT Business Posting Group Id	NATIONAL
Benefits Count	625
Last updated:	04/09/2022 01:00
Chain Content Element	Create
Benefit (Parent)	£24,492.88
Last updated:	04/09/2022 01:00
Benefit (Company)	£17,700.00
Last updated:	04/09/2022 01:00
Total Benefits	£42,192.88

Membership Type *	Platinum
HQ	No
Size Band	1000+ employees
Date Incorporated	---
Main Phone	+44 1753 655999
Fax	+44 1753 654999
Email	anne-louise.buick@avid.com



DEMONSTRATE VALUE

- Tell them!
- Internal alerts
- Marketing

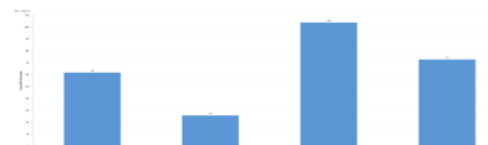
The screenshot shows the IABM website header with navigation links: Membership, BaM Shop Window, Industry News, Knowledge Hub, Media Tech Intelligence, Education, Business Support, Our Community, Events, Technology. Below the header is a purple banner with the text "Welcome Ben," and a sub-message: "On 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 banner 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

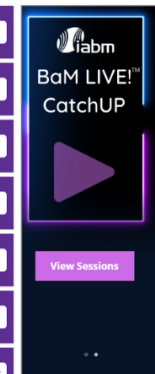
Date	Event	Delegate	Value
21-06-2021	BaM Live!	Ben Dales	£100.00
05-04-2021	Discovery Webinar	James Long	£50.00
23-03-2021	BaM Live	Ben Dales	£100.00
Total Value			£250.00

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 sections:

- My Member Benefit Statement:** Track your membership usage in realtime. [VIEW IN REALTIME]
- Your BaM Slider™ Virtual Watch List:** View your saved BaM Slider companies and share with colleagues. [VIEW AND EDIT]
- Your Profile:** Make sure your details are fully up to date. [VIEW AND EDIT]
- IABM Member Benefits:** Find out more about our enhanced member benefits. [VIEW AND EDIT]
- Create your personalised IABM content experience:** Update your topic based interests and make sure we have your most up to date job title. [VIEW AND EDIT]
- Recent Activity:** View recently viewed articles etc. [VIEW ACTIVITIES]
- E-Learning Courses:** View your e-learning courses (where available). [VIEW E-LEARNING COURSES]



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



ANALYSE

- **Benefits Usage**
- **Members at Risk**
- **Upgrades**
- **Benchmark**

SUMMARY



Do you have a clear strategy for member engagement?

Do you have a solid Member Value Proposition?

Can you articulate the value of membership?

Are you making it easy for members to engage with you?

Are you engaging routinely throughout the year?

Do you have an emotional relationship with members?

Are you delivering personalisation and relevance for members?

Case Studies

THANK YOU

Email

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