

Optimising Membership Engagement:

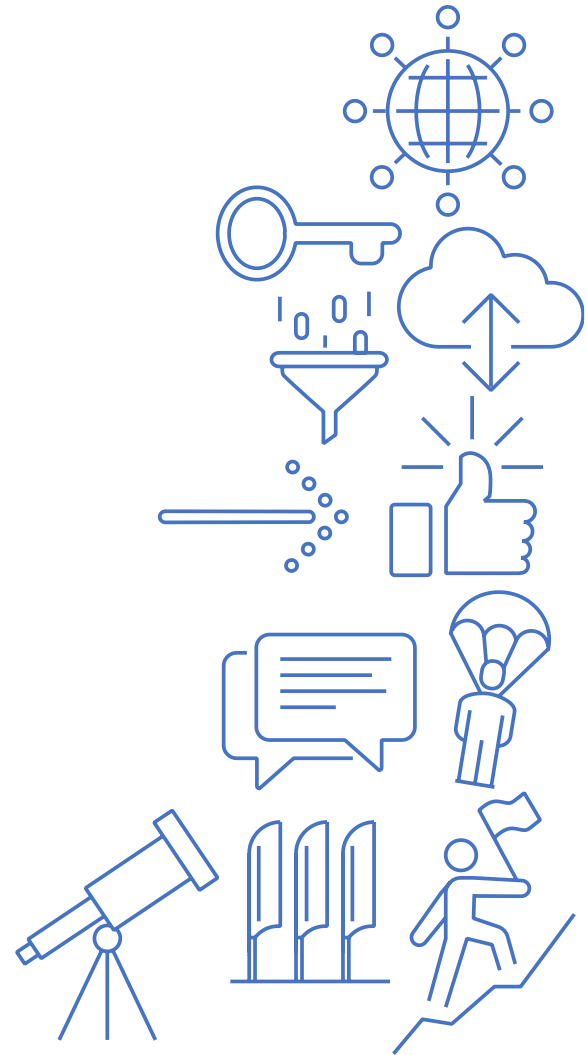
Strategies, Metrics, and Real-World Insights



DOVETAIL
CREATIVE



**Creating, empowering, and
scaling powerful networks of
likeminded professionals**



Success Measures



Key Topics

- ▶ Engagement The Fundamentals
- ▶ Key Challenges
- ▶ Research
- ▶ Digital Transformation
- ▶ Tracking – tools and metrics
- ▶ Member Feedback
- ▶ Case Studies

True Engagement and its Impact

Enhance Retention

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

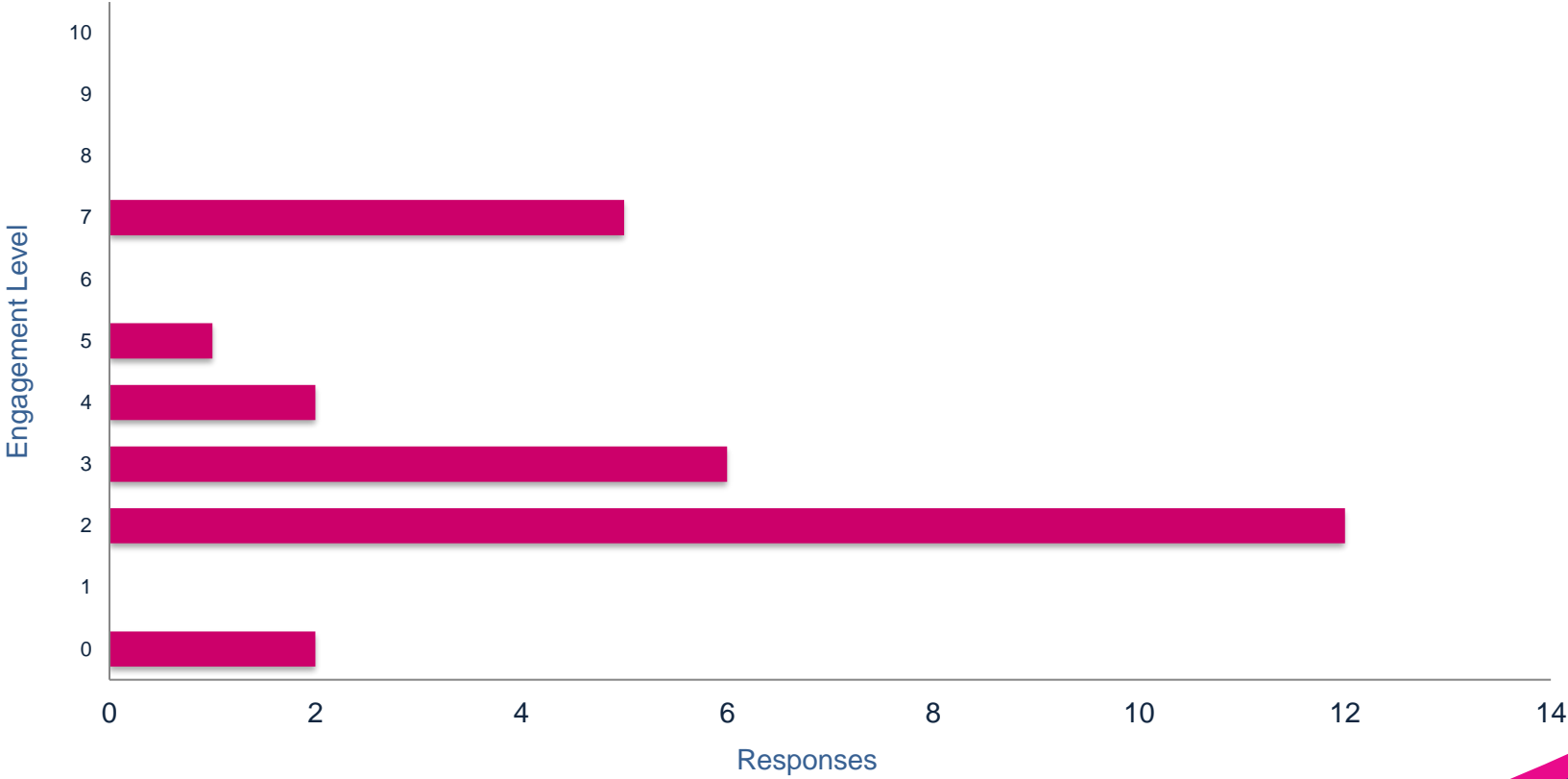
Engagement can be used to gather data on membership interests and demographics. This data can be in turn used to power better personalisation.

Checking the Pulse of the Room

- ◆ Percentage of Member actively engaging with your benefits
- ◆ Current Engagement Levels

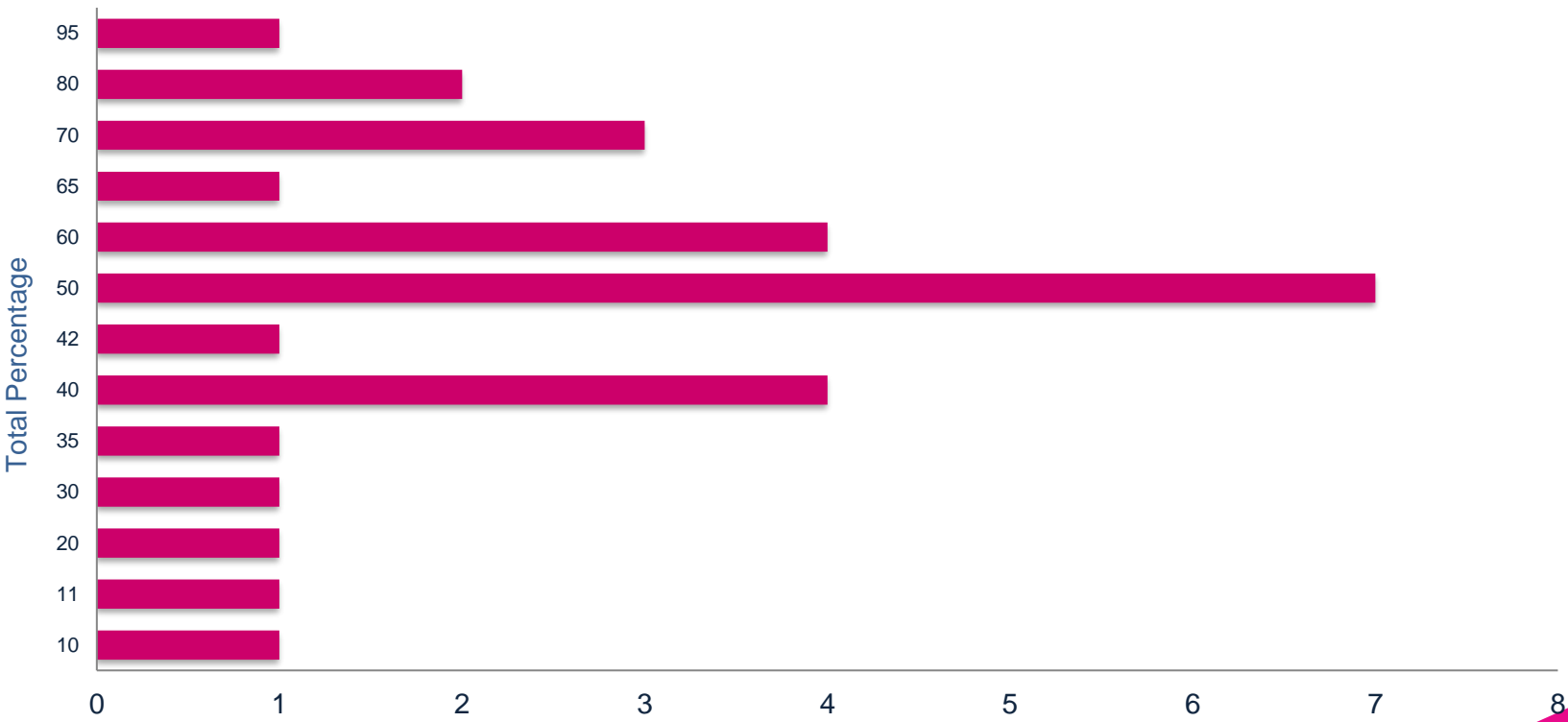


Current Engagement Level



Survey Results

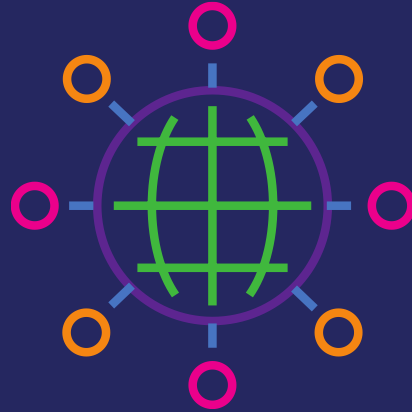
What percentage of your members actively engage with your benefits offering on an annual basis?



Some Reasons For Poor Engagement

- ▶ Inadequate website and integration
- ▶ Inability to measure online member engagement
- ▶ Inability to automate administrative tasks
- ▶ Multiple databases and silos of information
- ▶ Inadequate online member self-service functionality
- ▶ Lack/limited personalisation on your website
- ▶ Lack of data or inadequate data management
- ▶ Inadequate reporting tools
- ▶ Silo working/staff culture
- ▶ Inability to effectively communicate member value
- ▶ Poor experience/service
- ▶ The needs of our members are changing, are we changing to accommodate?

Understanding and Enhancing Member Engagement



The Journey of Discovery

Navigating your members experience

02 Onboarding/Welcome

- Do you have a process? What does it currently look like?
- How many emails are sent to the new member?
- Do you offer a phone call, welcome pack?
- How do you currently introduce new members into the community?
- Are you consistently improving your onboarding process?

01 Initial consideration

- Are you providing helpful resources such as a 'how to join' page on your website, a key point of contact for questions, clear demonstration on the member benefits on offer?
- What does your initial and follow up communications look like?
- Is your website easy to join? Test their experience and try the process yourself.
- Is your pricing strategy appealing?

03 Engagement

- Do you track member engagement?
- Do you have a process to make contact with members throughout the year?
- Are you personalising your services?
- What benefits do you provide?
- What makes new members become loyal?
- It is easy for members access the benefits / information on offer/information you offer?

05 Renewal

- What makes someone renew their membership?
- Do you clearly explain renewal benefits to members?
- Are your members engaged?
- Do you send out renewal reminders?
- When do you start the renewal conversation?
- Do you provide value statements to demonstrate the use of member benefits?

04 Help

- How easy is it for members to get help?
- What resources can you provide?
- How quickly can you address their questions and how?
- Do your members have a clear point of contact regarding their membership?

The Member Journey map captures the essence of exploration and learning that a member undergoes from the point of joining through to the end of their first year.

Our process Highlights the key stages to consider and action points you can take to ensure the experiences your members encounter and positive, encourage engagement and ultimately renewal.

Member Journey Mapping Process

Collect
qualitative
and quantitative
data on your
audience



Identify
all your
touchpoints



Use the data
to build your
**member
persona**



Identify the
different stages
of the **member
journey**



Test,
validate &
repeat



The more you understand your Members and connect with them in meaningful ways, the more likely you are to increase retention

Your data can reveal valuable information about who your customers are, what motivates them, and what they're interested in.

These insights can help you craft improved experiences and communications that suit individual needs.

LegalTech Taxonomy

Key themes for events, editorial and special interest groups are all focussed around ELTA's taxonomy

TECHNOLOGIES

AI

Blockchain & Smart
Contracts

Contract Automation

E-Signature

Cyber Security

STRATEGY

Legal Industry
Transformation

Legal Strategy -
Law firms/Legal
Depts

Business &
Entrepreneurships

Legal
Design/Change of
Business Model

Legal operations
& procurement

FRAMEWORK

Skills & Education

Funding &
Investment

Open Legal Data

Regulations

Support
Infrastructure

BUSINESS

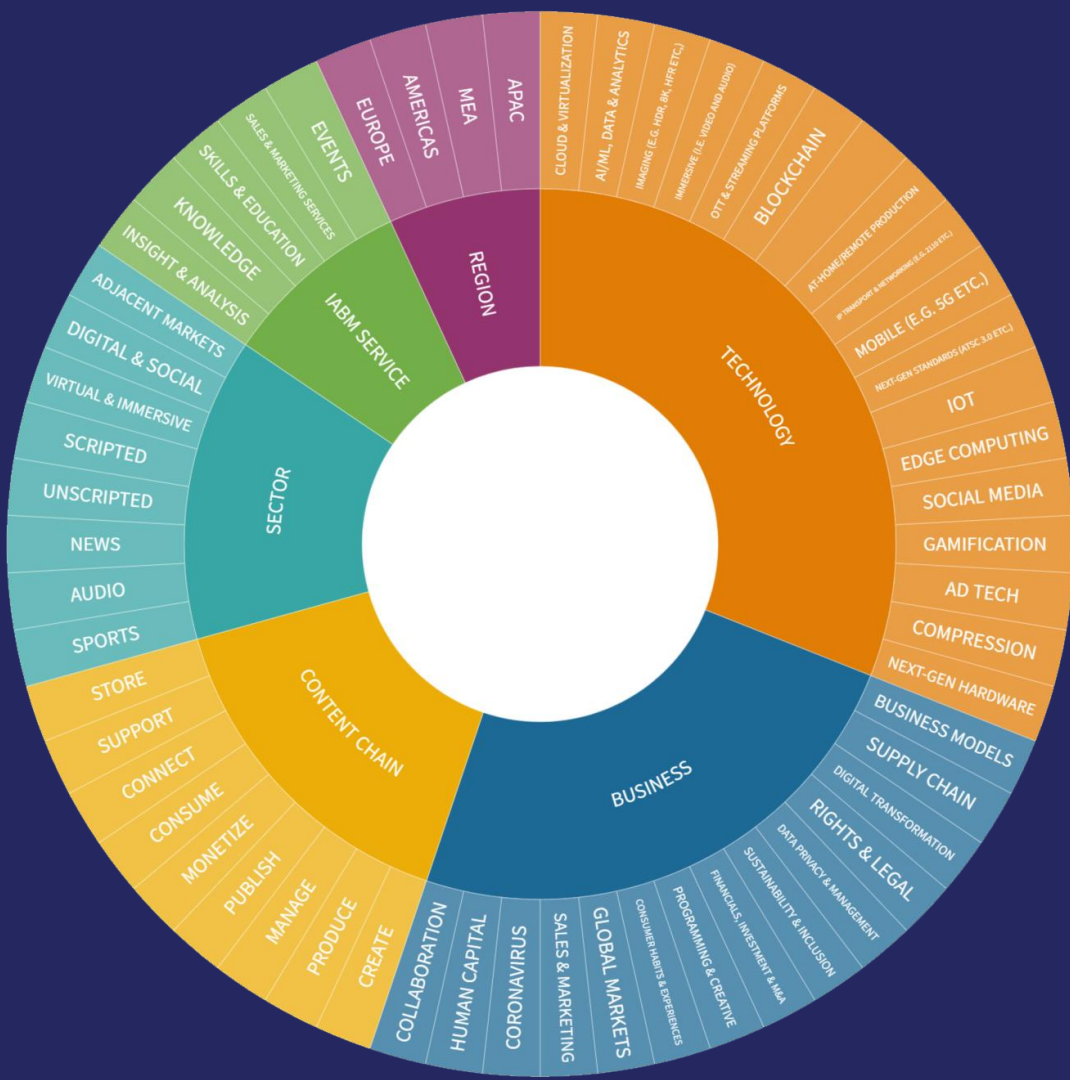
ESG Initiatives

Rights & Legal

Collaboration

Global Markets

Supply Chain



The Membership Experience

- ▶ How do you want your members to feel?
- ▶ Net promoter score
- ▶ Service levels
- ▶ Upfront contracts – what was the member hoping to achieve
- ▶ Is it easy to work with you, access services and benefits
- ▶ How do you respond to queries – should there be a KPI
- ▶ Despite digital tools, people want to talk to REAL people

Onboarding

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People join us for a
variety of reasons

New message

To

Subject

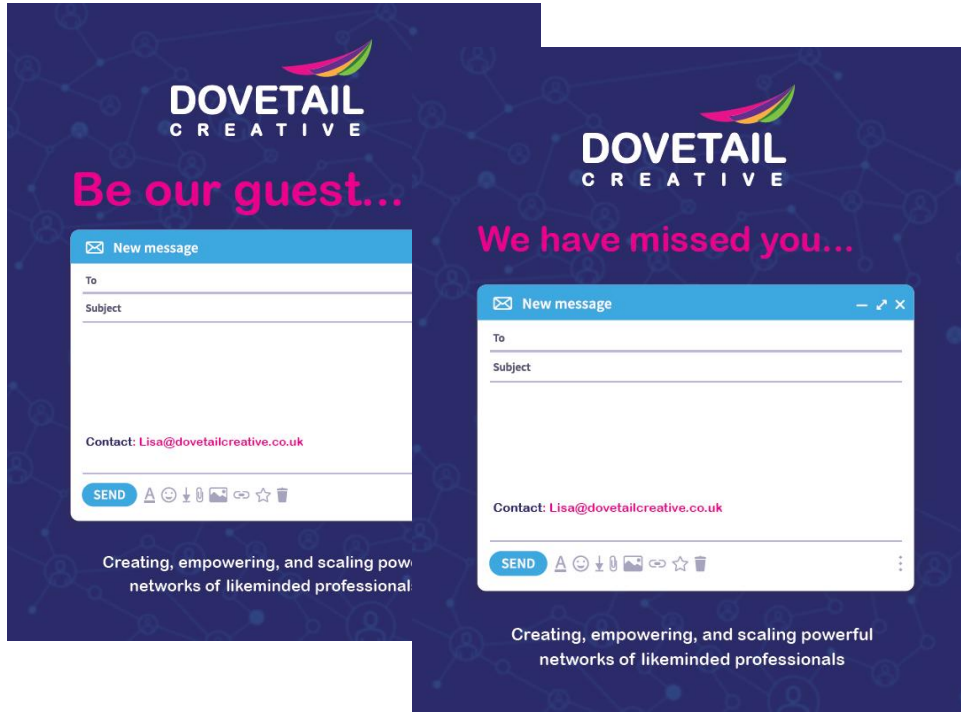
Contact: Lisa@dovetailcreative.co.uk

SEND

Creating, empowering, and scaling powerful
networks of likeminded professionals

- ▶ Ask them why they are joining and record– helps with personalisation and end of year check ins
- ▶ Schedule a call
- ▶ Do the hard work for them
- ▶ Ensure they know who to contact

Regular Check-ins



- ▶ Make them feel special
- ▶ Let them know you have noticed their lack of engagement
- ▶ Schedule another call

Ensure Your Benefits Are Clear and Concise

Member Benefit
Collaboration
Take part in one of our many Working Groups
Access to Regional Communities
Knowledge
Access to Xpress at discounted rates
Resources
General Resources
Events
Access to regional events
Webinars
Virtual coffee hours
Promotional Opportunities
Listing in Members Directory
Opportunity to write an article or blog post
Opportunity to host webinars
Complimentary conference pass
Interview - Podcast
Promote your job opportunities
Discounts
Discounted registration for events and conferences
Other
Certificate to validate your member status
Use of OUR logo on your website and company stationery to validate your membership status

Ensure Your Benefits Are Clear and Concise

Being a business owner can be incredibly overwhelming. You're great at your craft but often left feeling lost in the other areas of operations, like sales calls, social media engagement or bookkeeping!

You are not alone!
Many entrepreneurs face these same challenges every day.

What is Community Membership?

A community is a group of people who share a common identity, interest, or purpose. As a business owner you are one of the pioneers in this country, being brave enough to take the risk but learning the hard way has always been seen as a badge of honour. The NoLimits team believes there is a better way, a way to learn, a way to teach yourself and share that knowledge with your peers, if only the resources were freely available!

The ActionCOACH NoLimits Community is here to help. FREE to join, free to communicate and share knowledge, free to consume content to help you, but with a path to more when you are ready!
Join us today...



The Fastest Way to the top is through Learning and Change

Community	Bronze	Silver	Gold	Platinum
FREE	£99 <small>inc. VAT per month</small>	£299 <small>inc. VAT per month</small>	£499 <small>inc. VAT per month</small>	£749 <small>inc. VAT per month</small>
Community Membership Benefits				
Access to Business Growth Community Portal	●	●	●	●
E-Books and How to guides	●	●	●	●
Coach videos, blogs and articles	●	●	●	●
Weekly Big Friday Finish	●	●	●	●
Software and Partner Discounts	●	●	●	●
Community Members Exclusive Content	●	●	●	●
ActionCOACH Rewards	●	●	●	●
DISC Profiling (Free version)	●	●	●	●
Action Plan Business Planning Software	○	●	●	●
Accountability on achieving your goals	○	●	●	●
90 Day Business Planning Session	○	●	●	●
Weekly 30 mins Live Session with a Coach	○	●	●	●
On-demand videos and training resources	○	●	●	●
Annual DISC Profiling (Full version)	○	○	●	●
Quarterly Social Events	○	○	●	●
Book of the Month – Audible or Physical	○	○	●	●
Build to Sell / Value Builder	○	○	●	●
Bliz Conference	○	○	●	●
Monthly 2 hour Group Coaching session (Virtual)	○	○	○	○
30X Life – Online Training	○	○	○	○
30X Wealth – Online Training	○	○	○	○
30X Business – Online Training	○	○	○	○
Monthly Half Day Group Coaching session (F2F)	○	○	○	○
Monthly Full Day Group Coaching session (F2F)	○	○	○	○
Leverage night	○	○	○	○
Peer to Peer Accountability Program	○	○	○	○
Financial Planning Session with a Wealth Coach (Virtual)	○	○	○	○
Virtual	Virtual	Virtual	In Person	In Person

Connect, Collaborate and Grow with NoLimits

Ensure Your Benefits Are Clear and Concise

BENEFITS PACKAGE

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E-Books and How to guides	●	●	●	●
Coach videos, blogs and articles	●	●	●	●
Weekly Big Friday Finish	●	●	●	●
SCWaves	●	●	●	●
Community Members Exclusive Content	●	●	●	●
ActionCOACH Rewards	●	●	●	●
DISC Profiling (Free version)	●	●	●	●
Action Plan Business Planning Software	○	●	●	●
Accountability on achieving your goals	○	●	●	●
90 Day Business Planning Session	○	●	●	●
Weekly 30 mins Live Session with a Coach	○	●	●	●
On-demand videos and training resources	○	●	●	●
Annual DISC Profiling (Full version)	○	●	●	●
Quarterly Social Events	○	●	●	●
Book of the Month – Audible or Physical	○	●	●	●
Build to Sell / Value Builder	○	●	●	●
Back Conference	○	●	●	●
Monthly 2 hour Group Coaching session (Virtual)	○	○	○	○
30X Life – Online Training	○	○	○	○
30X Wealth – Online Training	○	○	○	○
30X Business – Online Training	○	○	○	○
Monthly Half Day Group Coaching session (F2F)	○	○	○	○
Monthly Full Day Group Coaching session (F2F)	○	○	○	○
Leverage night	○	○	○	○
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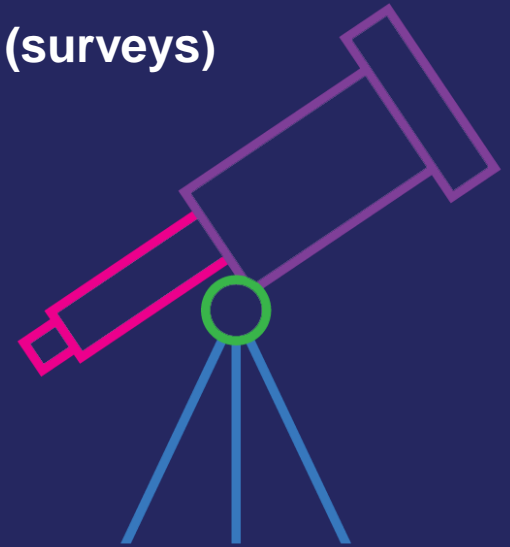
Connect, Collaborate and Grow with NoLimits

Ensure Your Benefits Are Clear and Concise

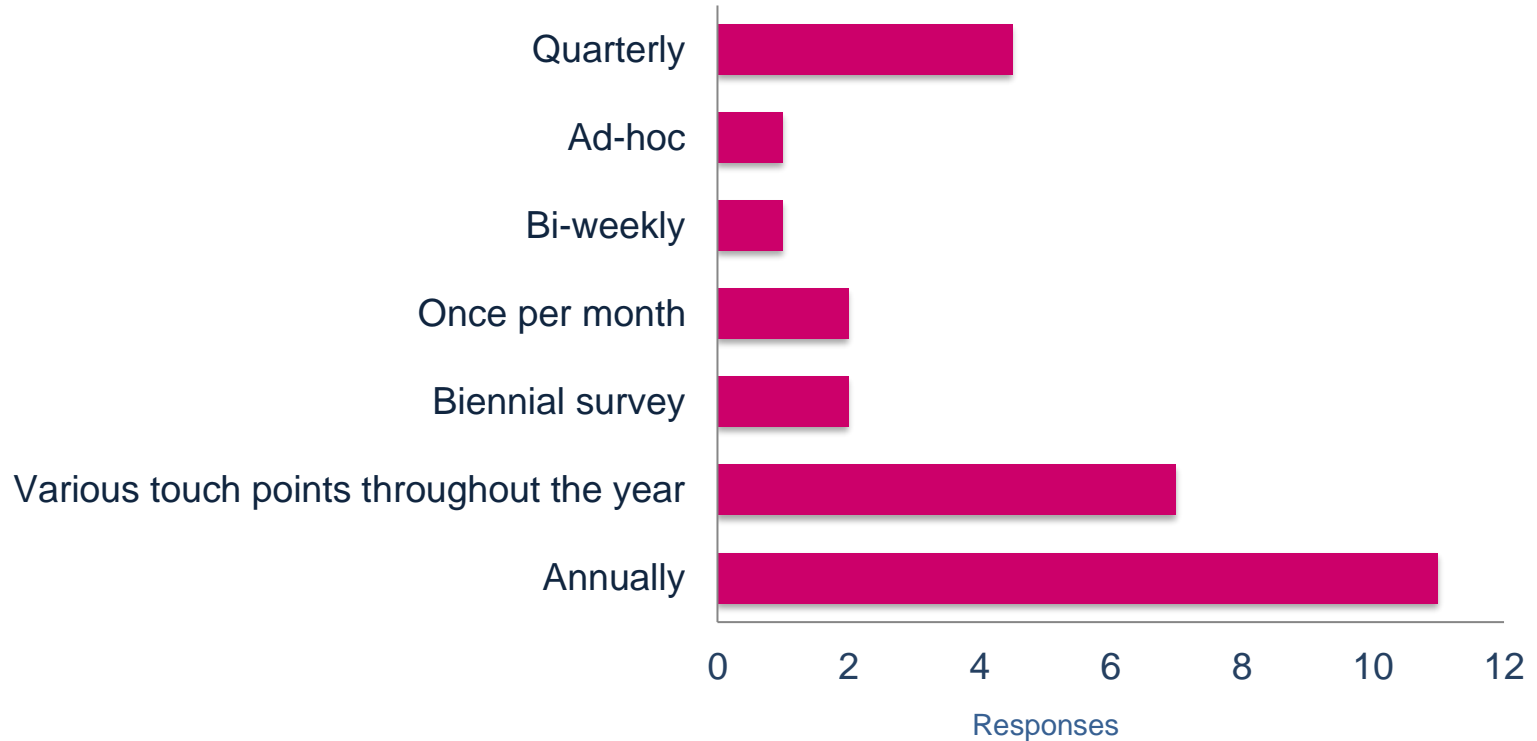
Member Benefit	Description
Collaboration	
Take part in one of our many Working Groups	Our Working Groups are active in different disciplines. Join a working group in your interest area to collaborate with other members on a publication or product, such as a toolkit or to simply keep up to date with developments within the specialism
Access to Regional Communities	We have seven area-specific communities, set up to facilitate networking at a regional level, addressing the issues that are important to members. Webinars or in-person meetings are often arranged to discuss hot topics and debate current developments and
Knowledge	
Access to Xpress at discounted rates	Xpress is a comprehensive, up-to-date training program. It is the product of a partnership between leaders in the field of specialist expertise, a global network of special expertise producing organisations and special expertise participants, to access please visit www.specialexpertise.com and use xx123 to obtain your discount.
Resources	
General Resources	Trustworthy, reliable, evidence-based resources can be hard to find. We have done the leg work for you and batched together some helpful resources and links to resource-laden sites. This includes webinars, publications, presentations, toolkits
Events	
Access to regional events	Attend our regional events, share best practice and discuss the very latest issues in your
Webinars	Our webinars cover a variety of topics and are aimed to educate and inform
Virtual coffee hours	Our Virtual Coffee Hours, have no agenda, they are your opportunity to meet other members, discuss relevant topics and concerns on our secure and trusted platform
Promotional Opportunities	
Listing in Members Directory	Gain visibility with a listing in the Members Directory and on our website
Opportunity to write an article or blog post	Write a blog or an article and have it promoted on the Website
Opportunity to host webinars	Host one of our webinars throughout the year and position yourself as a thought leader
Complimentary conference pass	1 Pass to attend Conference
Interview - Podcast	Take Part in a Podcast, theme and topic chosen by you
Promote your job opportunities	Promote your job openings on the Jobs board
Discounts	
Discounted registration for events and conferences	How much and how?
OTHER	
Certificate to validate your member status	Your Certificate is made available when you join. Use this to demonstrate your membership status
Use of OUR logo on your website and company stationery to validate your membership status	Use the Member logo on your website to demonstrate your membership Status

Checking the Pulse of the Room

- ◆ How often do you engage to obtain feedback (surveys)



How, and how often, do you engage with your members to obtain their feedback?





Data Health Check

Solid foundation
for analysis



Content Analysis

What engages
your members



Member Segmentation

Content tailored
to member
interests



Membership Surveys

Targeted surveys
for maximum
engagement



Industry Reports

Deepen your
understanding
Position as sector
leader



Powerful Technology Platform

Transform data
into actionable
insights

The Essential Checklist for Data-Driven Research in Membership Organisations

Embarking on data analysis and strategic planning starts with a solid foundation. This checklist ensures your research efforts are well-directed, impactful, and perfectly aligned with your organisational goals.

01 Clarifying Research Objectives

■ Identify Objectives –

Determine the primary aim behind your research. Are you looking to boost member retention, increase engagement, or uncover new growth avenues?

■ Align with Mission –

Ensure your research purpose is in harmony with your broader organisational goals for a coherent strategy.



02 Understanding Your Audience

■ Define Your Target –

Specify whether your research focuses on existing members, prospects, or a particular member segment.

■ Relevance and Actionability –

Tailor your research to gather insights that are both pertinent and actionable for your identified audience.



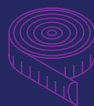
03 Setting Goals and KPIs

■ Establish Clear Goals –

Outline precise, measurable objectives for your research, such as enhancing member satisfaction rates or pinpointing content strategy gaps.

■ Define KPIs and Indicators –

Incorporate key performance indicators and other metrics as benchmarks to evaluate research success and guide decision-making.



04 Choosing Your Methodology

■ Research Methods –

Employ a mix of surveys, data analysis, content evaluation (including interviews and focus groups), and other relevant techniques.

■ Selection of Tools –

Opt for the tools and processes most suited to acquiring the necessary insights to achieve your set goals.



05 Analysing Outcomes and Refining Strategy

■ Insight Assessment –

Compare research findings against your objectives and KPIs to gauge success and glean actionable insights.

■ Strategy Optimisation –

Be ready to adapt your strategy based on data insights, embracing continuous enhancement to remain competitive and engaging for your members.



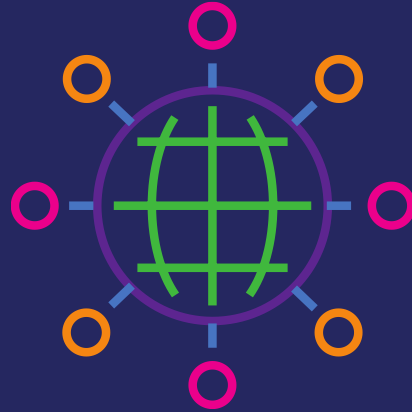
Leveraging Insights for Impact

Armed with a solid grasp of these key elements, you're primed to conduct impactful, data-driven research that can significantly influence your membership organisation. The aim is to transform insights into actionable strategies that propel your organisation forward. Whether improving member engagement, refining content strategies, or spotting new opportunities for growth, the knowledge you acquire is invaluable for long-term success.

Ready to Harness the Full Power of Your Data?

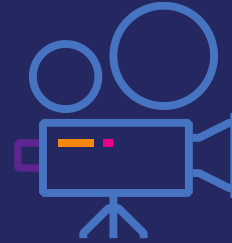
Dovetail Pulse is here to guide you through this intricate process. With our expertise, you can unlock advanced market intelligence and strategic insights, ensuring your research not only informs but also transforms your membership engagement strategies.

Changing Member Needs



Digital Transformation

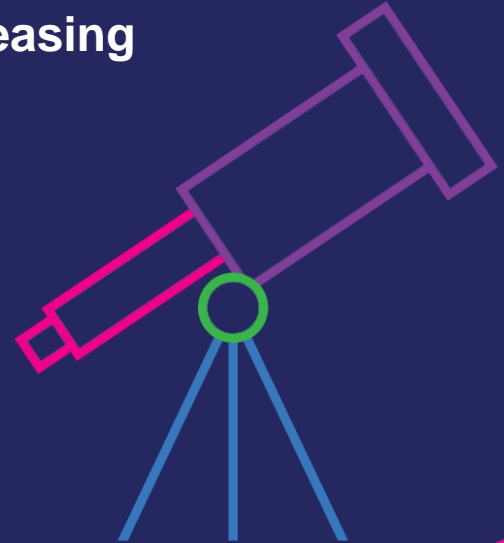
- ◆ AI – Seize the opportunity
- ◆ Personalised content recommendations
- ◆ Chatbots
- ◆ Personalised Self Service
- ◆ Integration
- ◆ Online Community Platforms
- ◆ Video Content
- ◆ Mobile Apps
- ◆ Podcast series
- ◆ Gamification
- ◆ Digital Membership Cards



- ◆ Social – Are you using the right channels?
- ◆ Is your website fit for purpose
- ◆ Email campaigns -
Need to rethink tactics

Checking the Pulse of the Room

- ◆ What is the biggest challenge you face in increasing engagement



Specific Engagement Issues

- ◆ Encouraging Volunteers
- ◆ Online Community Engagement
- ◆ Responses to surveys
- ◆ Engaging the 'silent' member
- ◆ In person event attendance

What is the biggest challenge?

- ◆ Maintaining interest and offering something of value.
- ◆ Not having the measuring tools in place to measure.
- ◆ People who do not renew membership don't answer the survey, so we don't know why they did not renew.
- ◆ The diversity of our membership.
- ◆ We get lost in the noise.
- ◆ We have too many benefits and not advertise them enough.
- ◆ Language barrier
- ◆ Lack of understanding of the member benefits
- ◆ Demonstrating value.
- ◆ Participation to activities.
- ◆ At a Chapter Level, there seems to be low engagement even though the chapters create relevant events.
- ◆ Logistics and servicing requests.
- ◆ The ability to segment effectively.
- ◆ We don't have the systems and processes to offer specific member only activities.
- ◆ Disparity between those very keen and engaged and those who never respond.
- ◆ A tough business landscape for members which creates an environment where they are desperate for support but struggle to find the time to engage.

What Resources Do you Lack to Effectively Engage Your Members?

- ◆ There is not enough time to collect their input, Sometimes I feel like we're just leading them and offering them information (one-way communication and guidance) rather than asking for feedback on their daily or general difficulties.
- ◆ Effective communication and use of social media
- ◆ An improved CRM that would support tracking engagement or involvement of members in our activities. It would help us and them to see how much value/worth they got from their membership.
- ◆ CRM/AMS
- ◆ Dedicated Staff Member
- ◆ Online Engagement Tools
- ◆ I need more time to work on the membership side to find new ideas, to implement new things. And I need more support from the Board committee/Directors.
- ◆ Time and Energy

Let's Discuss – Addressing the Challenges

- ▶ Share experiences
- ▶ Brainstorm Solutions





Coffee
TIME

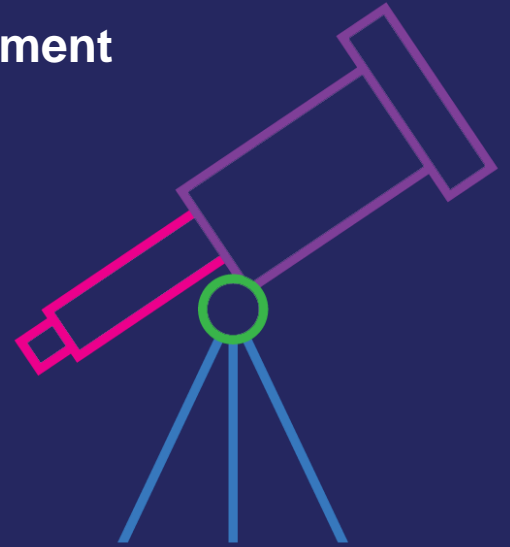
Success Case Studies

- Marco Calabrese - Co-Founder and CEO, Senis AI
- Theodore Spyrou - Advisor, Voxiberate
- Helen Mandl - Chair, World Administrators Alliance
- Haitham Shaheen - Regional Director. Middle East & Asia Pacific, International Coaching Federation

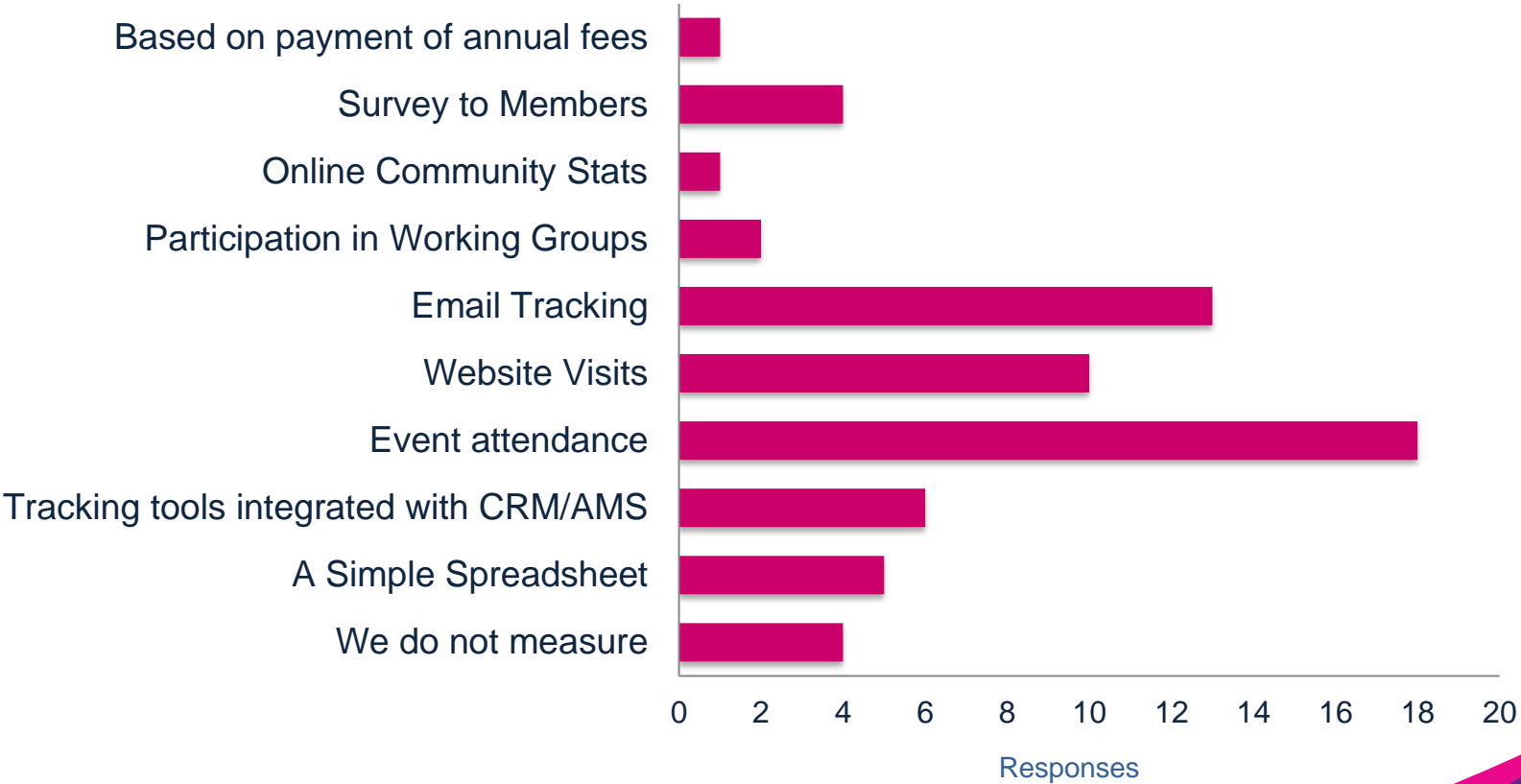


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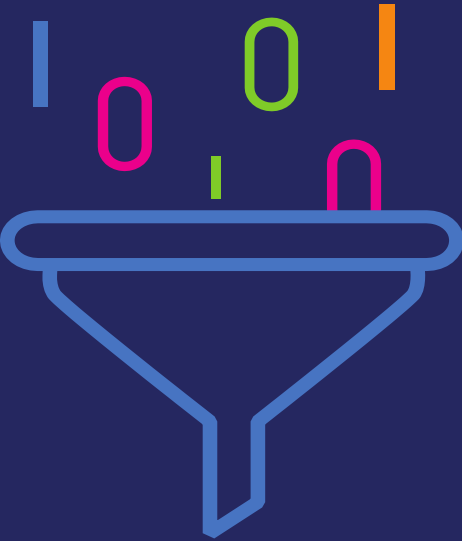
- ◆ Tools/methods being used to measure engagement



Tools or methods used?

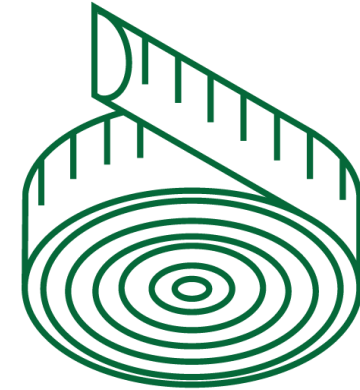


Tracking Engagement



Measuring Engagement

Member Benefit	Value in £	Value in points
Collaboration		
Take part in one of our many Working Groups	0	5
Access to Regional Communities	0	5
Knowledge		
Access to Xpress at discounted rates	£250	5
Resources		
General Resources	£100	2
Events		
Access to regional events	£50	2
Webinars	£25	2
Virtual coffee hours	£25	2
Promotional Opportunities		
Listing in Members Directory	£150	3
Opportunity to write an article or blog post	£300	6
Opportunity to host webinars	£1,000	8
Complimentary conference pass	£1,500	9
Interview - Podcast	£1,000	1
Promote your job opportunities	£500	4
Discounts		
Discounted registration for events and conferences	Obtain Discount rate	2
OTHER		
Certificate to validate your member status	0	1
Use of OUR logo on your website and company stationery to validate your membership status	0	1



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Discounted registration for events and conferences	Obtain Discount rate	2
OTHER		
Certificate to validate your member status	0	1
Use of OUR logo on your website and company stationery to validate your membership status	0	1

Member x pays £500 for membership

Attends one event - £50 / 2

Has a Podcast Interview - £1000/1

Uses General Resources - £100/2

**Total £ value of benefits used £1,150
5 points**

Member Y pays £2,500 for membership

Attends one event - £50 / 2













Uses General Resources - £100/2

**Total £ value of benefits used £150
4 points**

AT RISK

Measuring Engagement

General Area of Interests Notes & Activities Addresses Contacts Member Activities Exhibitors & Sponsors Billing Information & Finance Me

Quickbooks Id	5588	Membership Type	*  Platinum
Company Name	* Avid	HQ	No
Legal Name	Avid Technology Europe Ltd	Size Band	1000+ employees
Parent Organisation	---	Date Incorporated	--- 
Region	 UK	Main Phone	+44 1753 655999 
Website	https://www.avid.com 	Fax	+44 1753 654999
Source Code	 Unknown	Email	anne-louise.buick@avid.com 
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		

Filter on
Type of
member

Filter on
Renewal/join
dates

Filter on
Segment
Taxonomy

Filter on engagement
by £ service used and
highlight those at risk!

Search

Delete | Refresh | Visualize this view | Email a Link | Flow | Run Report | Excel Templates | Export to Excel

Edit columns | Edit filters | Filter by keyword

Company Name	Membership Type	Region	Website	Renewal ...	Joined Da...	Company...	Chain Co...	Total B...	Primary C...
Dell EMC	Platinum	Americas	www.dellemc.com/	01/01/20...	12/11/20...	Big IT	Produce: ...	\$255,460,000	Jeff Grass...
Datavideo Technologies Co. Ltd	Silver Plus	APAC	www.datavideo.c...	01/01/20...	13/11/20...	Hardware...	Create: Pr...	\$158,760,000	Jack Lin
DataCore	Gold	Americas	https://www.data...	01/08/20...	27/07/20...	Agile Mo...	Manage: ...	\$24,950.00	Linda Tho...
Dalet	Silver Plus	EMEA	https://www.dalet...	01/01/20...	01/04/20...	Software ...	Create: Pr...	€19,665.00	Robin Kir...
Digigram Digital	Silver	EMEA	https://www.digig...	01/01/20...	22/05/20...	Niche Sp...	Create: Pr...	€15,075.00	Nancy Di...
Dejero Labs Inc	Silver Plus	Americas	www.dejero.com	01/01/20...	14/10/20...	Agile Mo...	Produce: ...	\$14,910.00	Ivy Cuervo
dB Broadcast Ltd.	Silver	UK	https://www.dbb...	01/01/20...	01/10/19...	Niche Sp...	Support	£2,900.00	Daniel Hi...
Danmon Group Norway AS	Gold Subsidiary	EMEA	www.danmon.no	01/01/20...	06/08/20...		Support	€2,587.50	Øivind Iv...
Deltacast	Silver	EMEA	http://www.deltac...	01/01/20...	04/05/20...	Niche Sp...	Connect	€1,850.00	Lisa Marx
PROVYS	Silver	EMEA	www.provys.com	01/01/20...	01/02/20...	Agile Mo...	Manage: ...	€1,725.00	Hanka Vo...
Dan Technologies A/S	Gold	EMEA	http://www.dante...	01/01/20...	01/09/19...	Hardware...	Produce: ...	€1,650.00	Ole Claus...
DigiBox	Silver Subsidiary	UK	https://www.digi-...	01/01/20...	06/09/20...			£1,250.00	Sarah Dott
DIGLcas LLC	Silver	APAC	http://www.digica...	01/01/20...	25/07/20...	Niche Sp...		\$390.00	Reza Zirak
Dizplai	Silver	UK	http://www.dizpla...	01/09/20...	15/10/20...	Software	Produce: ...	£200.00	Ed Abis

Below demonstrated the different benefits the member has used and at what date. The website is integrated tracking all page views behind the member gate – the document viewed is clearly highlighted and rules are set to recommend further documents that could be of interest based on this activity

Show Chart + New Member Activity Add Existing Member ... Refresh Flow Run Report Excel Templates Export Member Activity

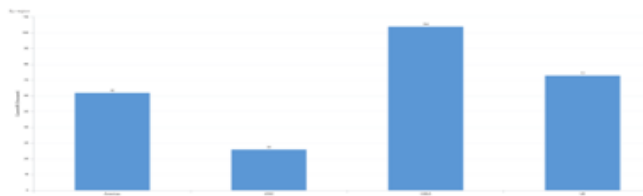
Active Member Activity Filter by keyword

Created On	Company (Conta...)	Company Name ...	Contact	Activity Type	Document Name	Document URL	Activity Occure...
24/04/2023 06:10	Dell EMC	Dell EMC	Jeff Grassinger	Page View	State of MediaT...	https://theiabm.org/state-of-mediotech-r...	24/04/2023 06:10
23/04/2023 19:40	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Industry Events	https://theiabm.org/online-and-virtual-in...	23/04/2023 19:40
23/04/2023 19:36	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Media Te...	https://theiabm.org/iabm-media-tech-int...	23/04/2023 19:36
22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	The Media Tech...	https://theiabm.org/the-media-tech-busi...	22/04/2023 21:54
22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Sector Trends	https://theiabm.org/sector-trends/	22/04/2023 21:54
22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Media Tech Bus...	https://theiabm.org/media-tech-business...	22/04/2023 21:54
22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Research: Page Views - Member Exc...	Structural Trend...	https://theiabm.org/structural-trends-rep...	22/04/2023 21:54
22/04/2023 21:54	Dell EMC	Dell EMC	Jeff Grassinger	Page View	Adoption Trend...	https://theiabm.org/adoption-trend-repo...	22/04/2023 21:54
22/04/2023 21:53	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Media Te...	https://theiabm.org/iabm-media-tech-int...	22/04/2023 21:53
22/04/2023 21:53	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Special R...	https://theiabm.org/iabm-special-reports/	22/04/2023 21:53
22/04/2023 21:52	Dell EMC	Dell EMC	Jeff Grassinger	Page View	IABM Media Te...	https://theiabm.org/insight-and-analysis/	22/04/2023 21:52

Member Benefits 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

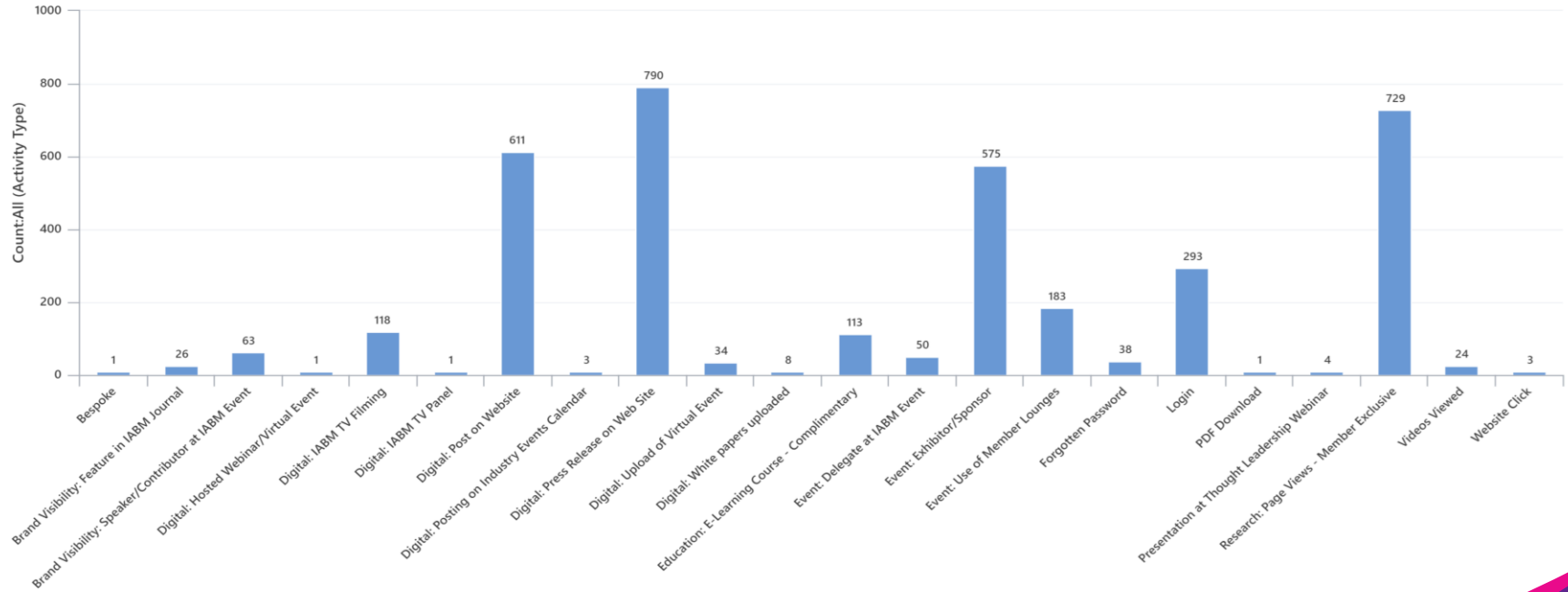
Date	Event	Delegate	Value
21-06-2021	BaM Live!	Ben Dales	£100.00
05-04-2021	Discovery Webinar	James Long	£50.00
23-03-2021	BaM Live	Ben Dales	£100.00
Total Value			£250.00

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

Regular Evaluation of Your Benefits Offering

Activity Type by Activity Type

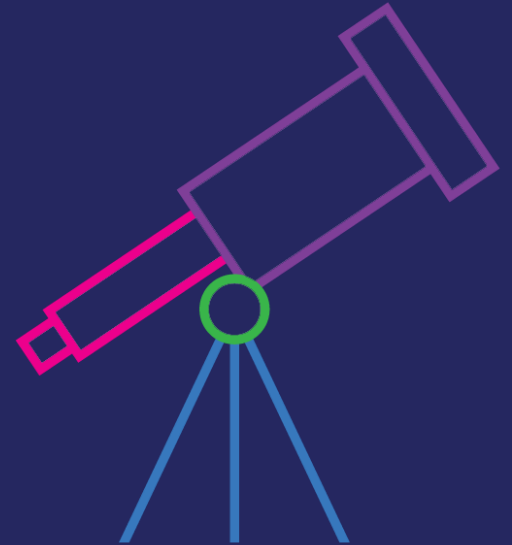


Considerations

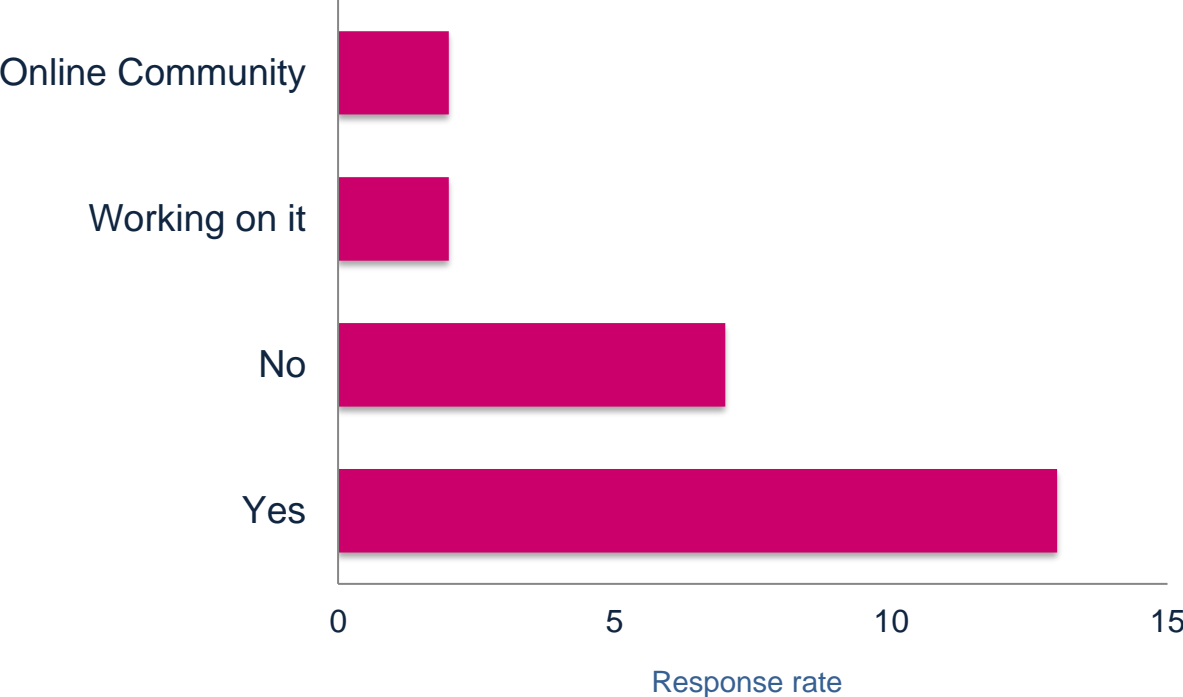
- ▶ Measure both transactional and emotional benefits
- ▶ Measure the experience.

Checking the Pulse of the Room

- ◆ Do you have a dedicated resource?



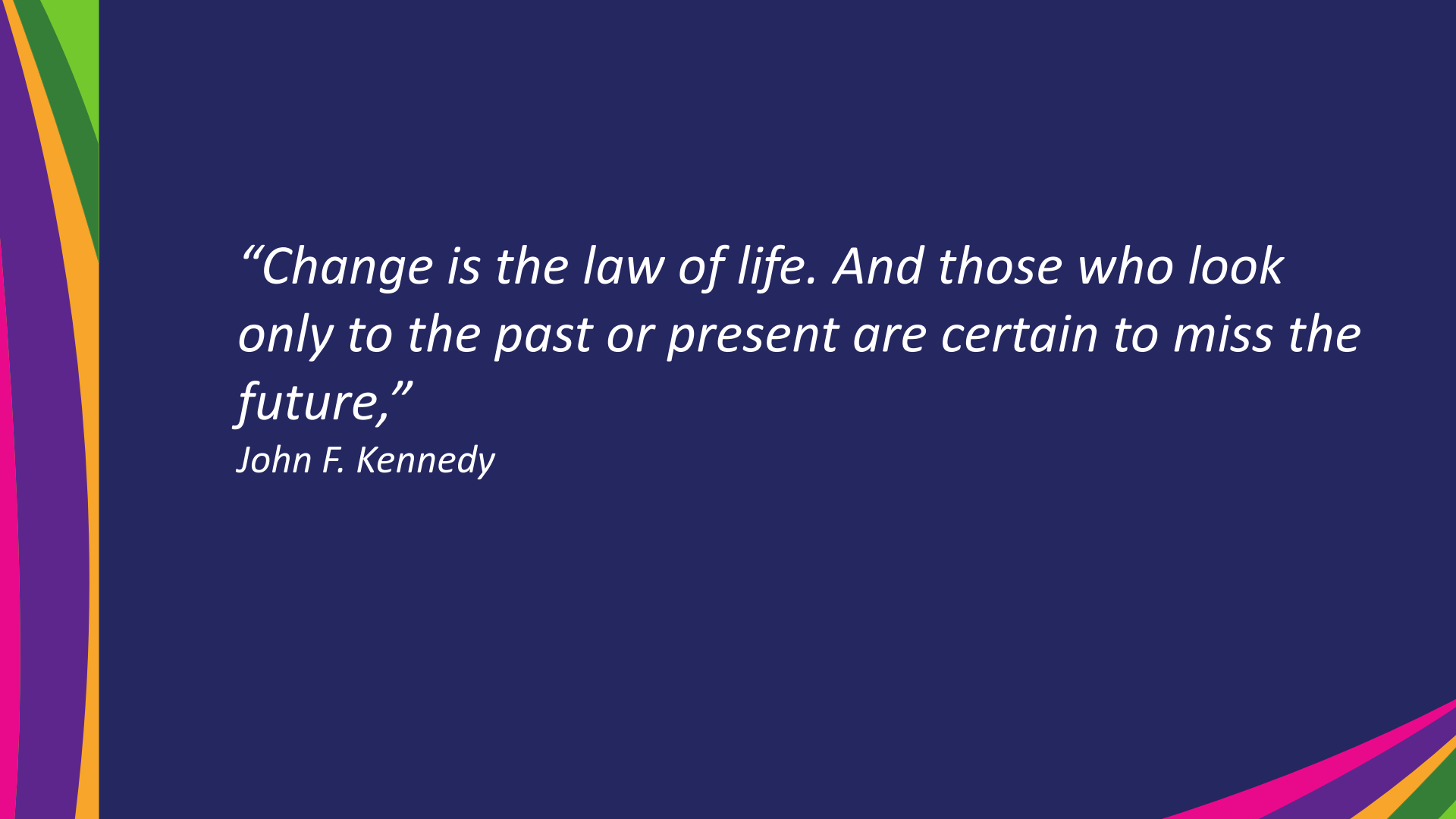
Do you have a dedicated resource focused on membership engagement?



Let's Discuss – Measuring & Increasing Engagement

- ▶ **Business Member Organisations**
- ▶ **Individual Member Organisations**



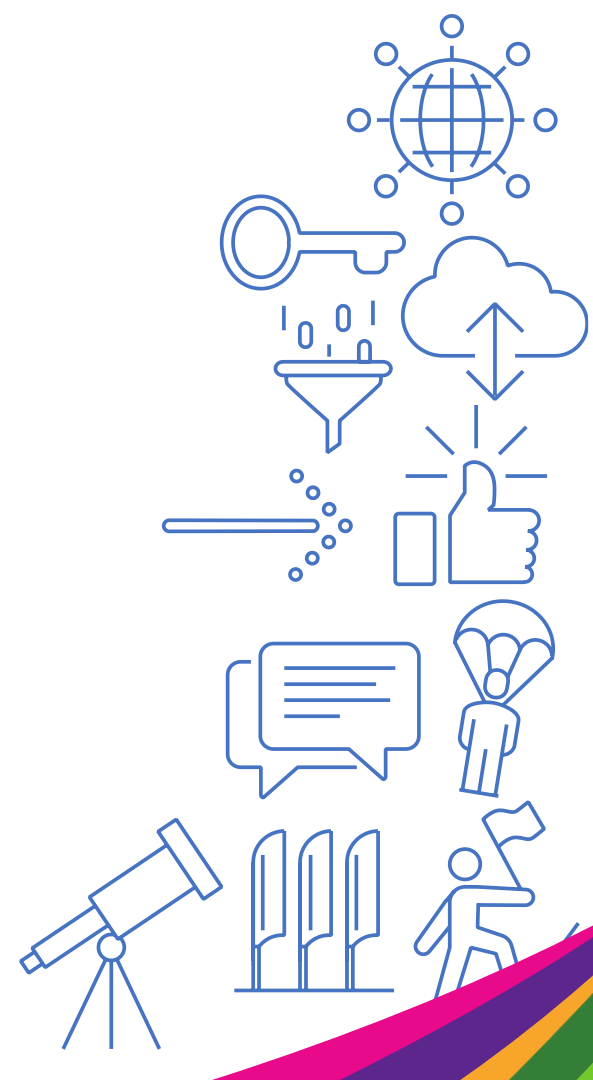
The image features a dark blue background with decorative, multi-colored stripes (purple, yellow, green, pink) along the left and bottom-right edges. The main text is centered in white, italicized font.

“Change is the law of life. And those who look only to the past or present are certain to miss the future,”

John F. Kennedy

Upcoming Workshops

- ▶ Microsoft Dynamics User Group
- ▶ Digital Transformation
- ▶ Leveraging Video
- ▶ Mastering Segmentation & Personalisation
- ▶ Data Driven Content
- ▶ All Things Membership





DOVETAIL

C R E A T I V E

Creating, empowering, and scaling powerful
networks of likeminded professionals