

Membership **Growth**

In The Age Of Information

May 28, 2019 3-6PM | **Pico Creative Center**, Singapore

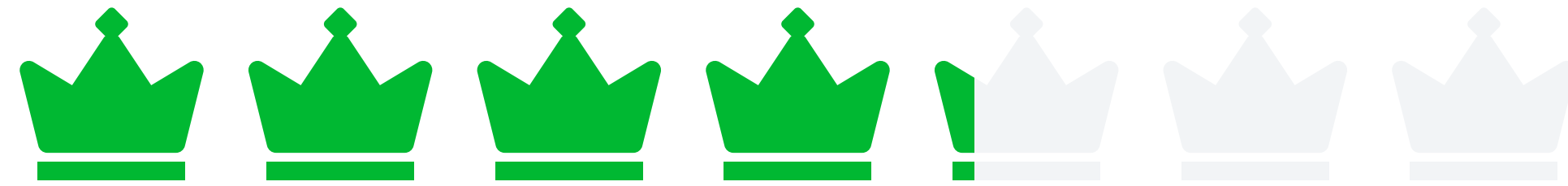




Every Organization is Dealing with **Challenges in Membership Growth**

A new membership benchmarking report says that retention rates are slipping

Today, an estimated **62% of associations**



in the United States are experiencing flat or declining membership

Only **35% of associations**

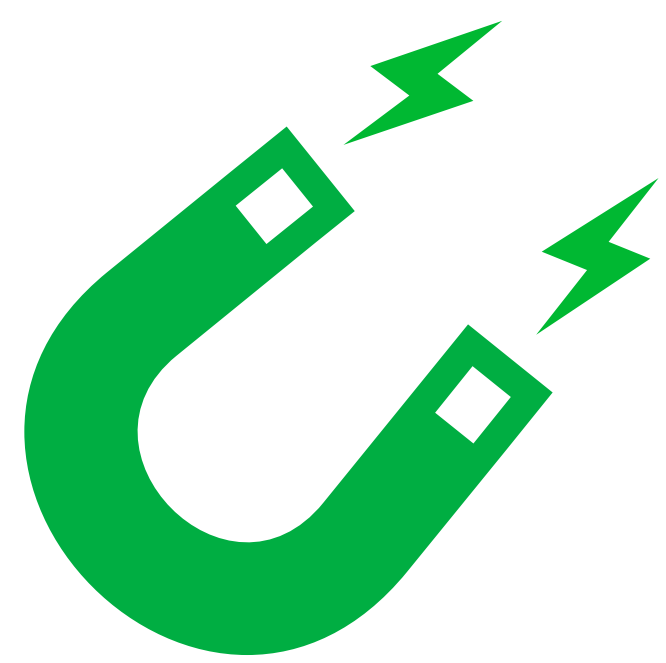


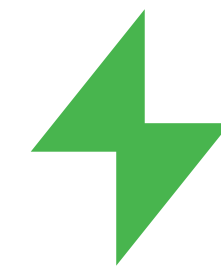
reported an increase in engagement, compared to **41%** in 2016



Membership Growth as a **Necessary Overall Strategy**

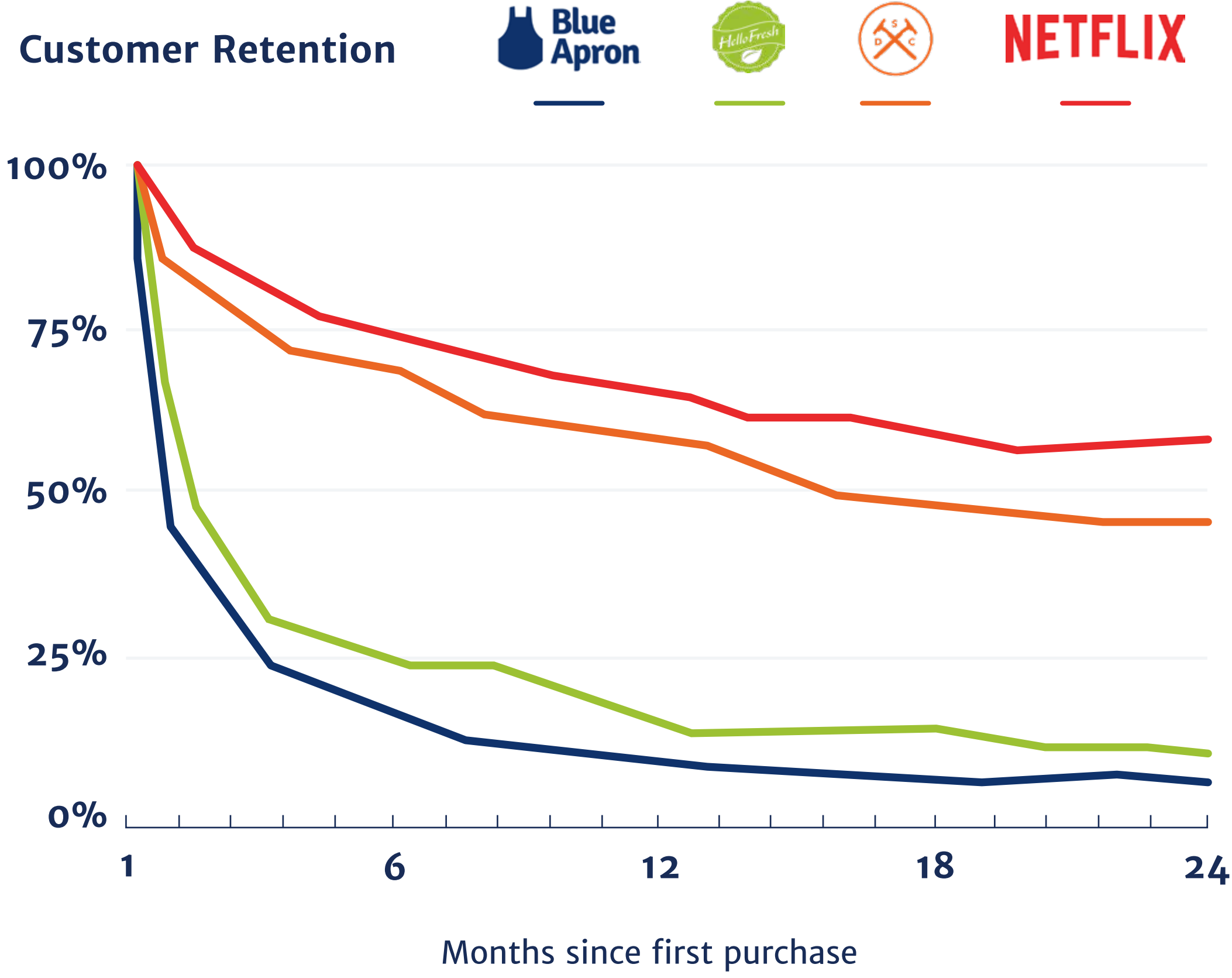
Membership growth is an on-going strategy that should balance the adding of new members and keeping current members





Retention is challenging.
For everyone.

It's impossible to keep 100% retention, even if you have a huge marketing budget and do everything right



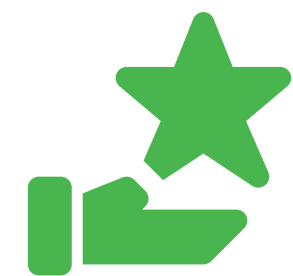


Prospecting your **New Members**

Identify these three questions before you start any membership growth strategy:



Where can you find new members?

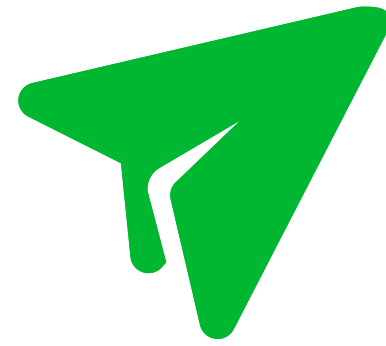


What can you offer them?



How to attract them?

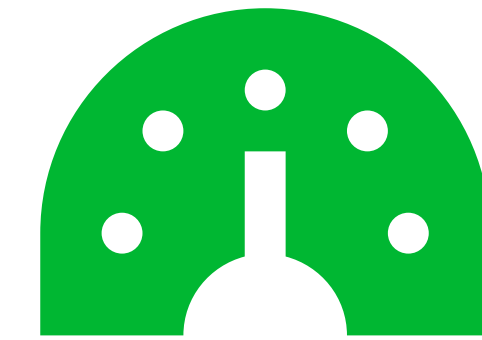
How to keep members engaged?



Outreaching
(especially 1st Year members)



**Deliver relevant
content**

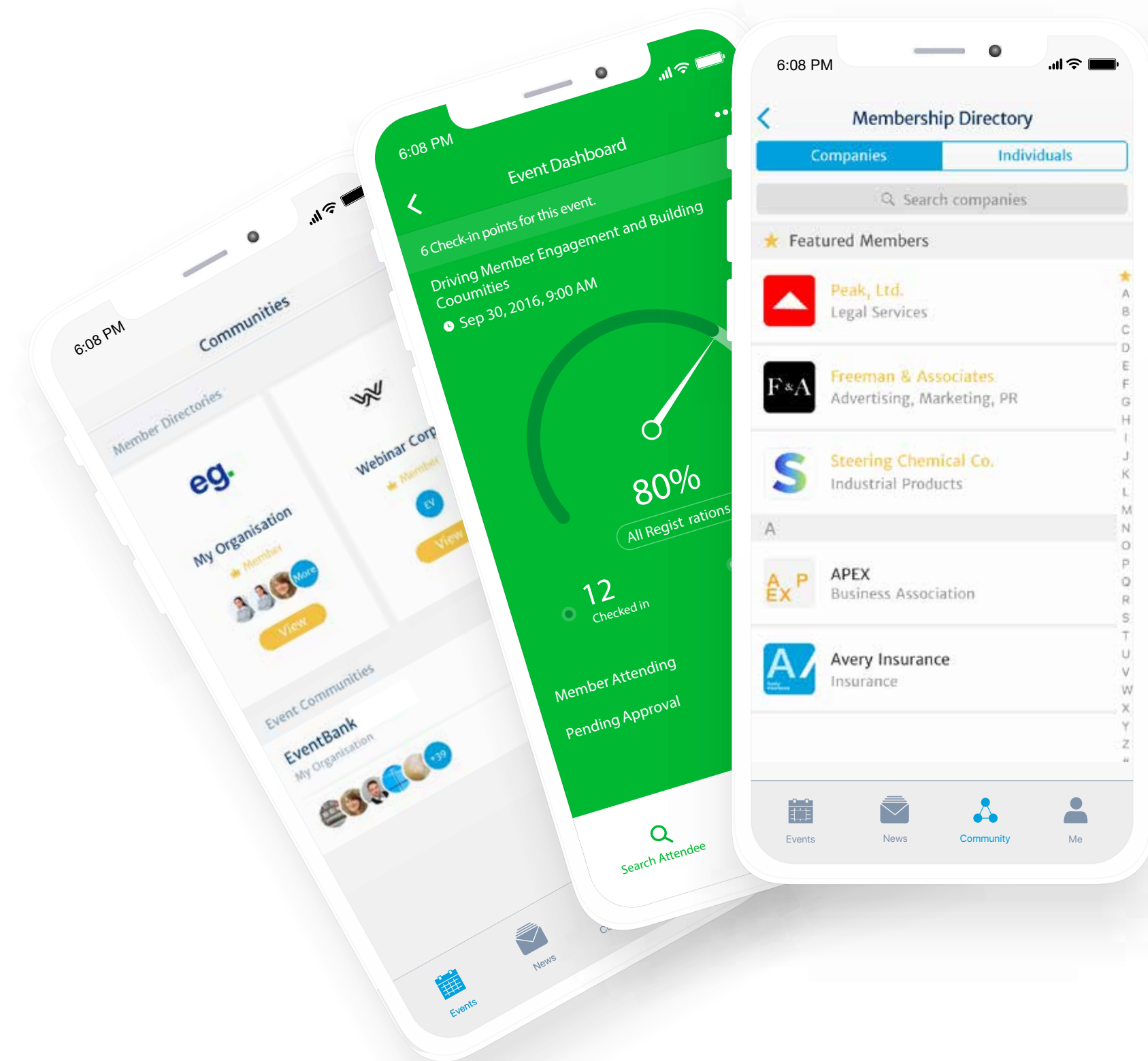


**Track their
engagement**



How to *Make Content* **Stand Out** for Your *Members*

With so much free content available in the digital age, it's important to:

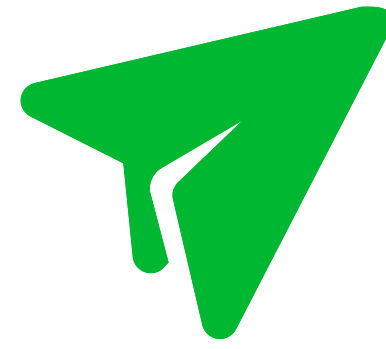


- ✓ Engage with communities and get their feedback
- ✓ Transform their feedback into content
- ✓ Deliver content to members via multiple channels and think mobile first

Technology makes it's **Debut**



Deliver better services



Nurture that content on the right channel



Learn how they interact with that content

The Power of Association Marketing Enablement & Automation



Marketing Association results in a **53%** increase in Lead Generation and Sales Conversions



25% more **Membership Renewals** and **35%** more **Event Registrations** for Associations using Single-Click, Self-Serve Digital Member Experience



78% of successful marketers cite **Marketing Automation Systems** as Most Responsible for improving revenue contribution



Source: Demand Metric Report 2016 by Simple A



Membership Begins

Membership Approval

Payment

New Member Application

Renewal

Automatic Expiration Alerts & Invoicing



Springfield Chamber of Commerce
Member of Springfield Chamber of Commerce since Apr 2018

Welcome back, Theresa!
You have 2 upcoming events this week.

12 EVENTS ATTENDED
3 SUBSCRIPTIONS
2 COMMITTEES

Active Memberships (3)

Home
Your Dashboard

Metrics overview

- \$1.2M TOTAL REVENUE (+15%)
- 15 SENT CAMPAIGNS (12,321 total email sent)
- +15 CRM CONTRACTS (12,321 in total)
- 34 ACTIVE MEMBERS (12,321 in total)
- 6 EVENTS HAPPENED (12,321 attendees in total)

Current (6) & Upcoming Events (1)

Event Name	Status	Progress
Networking Mixer	Current	54% (995 / 1800 checked in)
New Year Policies & Regulation...	Current	0% (0 / 1800 checked in)
Best Practices on Engagement...	Upcoming	Registered: 54, Pending approval: 12
CEO Breakfast Series: Richard...	Upcoming	0%

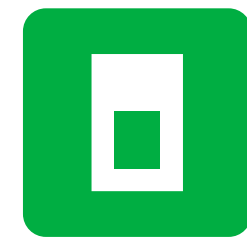
Scheduled & Recently Sent Campaigns

Campaign Name	Sent	Recipients	Opened	Clicked
New Update!	Scheduled	5,324	20%	8%
Spring is coming!	Sent	5,324	20%	8%
Best Practices on Engagement...	Sent	5,324	20%	8%



All-in-one Solution

Centralize and streamline all event lifecycle operations in one software platform.



Automation

Connect with your audiences on a personal level and give them power to engage with your organization.



Everything Mobile

Keep attendees engaged wherever they are, and make sure they never miss any of your communications.



Membership Growth in the Age of Information



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