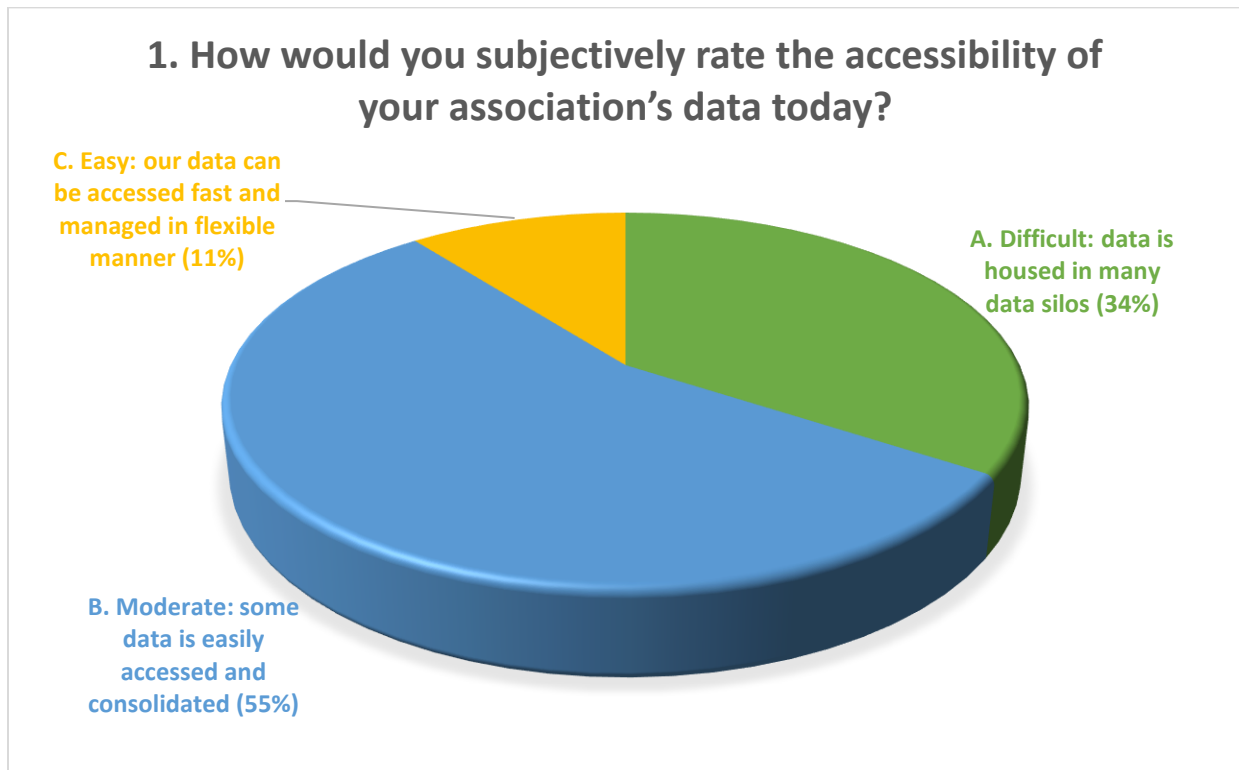


## Survey Results, Membership and Marketing Roundtable (October 8, 2020)



## 2. What important new data are you gaining from digital events and how are you using it to improve your business model going forward?

- Actual attendance, nonmembers vs. members - we can follow up with appropriate messaging.
- We are not.
- We are obtaining new leads and markets and using that data to expand our reach and build relationships.
- We are just beginning to acquire new data as we have only done a few digital events so far but the results will absolutely have a significant impact on our business model going forward.
- Not enough individuals participating in digital events to draw conclusions.
- We are just launching digital events (free webinars and an in-person meeting moving to virtual in early October). But I would really like to hear what should be captured and how we can use the data now, so we aren't back tracking.

- The registration timeline changes for digital events and we are learning when the sweet spot for marketing now applies.
- Attendance data, marketing automation data.
- Demographic info.
- We are focusing on demographic development and non-member outreach through our digital events. It's helping us grow our membership and target our marketing more effectively.
- 1) Percentage of member companies (trade association) have attended, not attended, number of people at each company participating. 2) Topics attracting high levels of registrations and day of attendance. 3) Q&A portions of digital events are showing where opportunities are for new content. 4) Learn what our competition is/is not doing.
- Best practices from other associations
- We can reach a much wider audience and for a lower cost than a traditional in-person meeting.
- More clarity around who (based upon known demographic data) is attending what sessions & for how long as well as data around the effectiveness of the platforms (in preparation for future meetings).

3. Sometimes in marketing membership, we focus on the channels, process (automation) and delivery tactics (systems, etc.). But, what are organizations doing to demonstrate the value of their membership during the economic slowdown?

- We created very rich COVID-19 page and sent out daily then weekly then timely Updates to members and nonmembers, we are also providing info/webinars on other impactful and relevant issues to members and nonmembers. We regularly post different features of member benefits on our social and in newsletters, and we have a "Member Spotlight" with associated testimonial campaign that rotates with a different member every two months.
- More free to all than member only.
- We are offering more options for free or cheaper access to benefits. We are additionally working on building our relationship with our current and former base.
- Additional news broadcasts (webinar-like) and new e-newsletters for nonmembers.
- My organization is being deliberate in messaging to members about how we are serving them during this stressful time.
- Our focus has been through education.
- Complimentary in-transition memberships.
- More free events and flexible payment arrangements for dues.
- Resources and tools.
- Resources, tools and networking.

- 1) Solution selling/delivering based on member needs. 2) Outreach calls to our members ask two questions: What keeps you up at night and what can we (my association) be doing better.
- Frequent town hall events (virtual) to keep members in touch with rapidly changing conditions.
- We're leaning heavily on the advocacy and clinical guidance work we've done in response to the pandemic.

#### 4. What percentage of growth or decline in your organization's membership are you planning in 2021 vs 2020?

