

Membership Seminars



Sue Froggatt
Training & Consulting

Seminars & Events

For Membership
Organisations,
Professional Associations,
Institutes, Trade Bodies,
Business Clubs, Societies,
Unions, Chambers & Social
Clubs

£295^{+VAT}
per delegate

London
& Dublin

New Content

100 Great Ideas in a day!

50 Recruitment Ideas
50 Retention Ideas

Catch The Latest Ideas & Top Up Your Knowledge.
Great Team Building Days.

New Seminars

Member Research Fundamentals

Everything You Need To Know About
Conducting Member Surveys

New

Driving Membership Forward

Metrics & KPIs for Measuring
The Membership Effort

New

The UK's Leading Seminars

Member Recruitment Strategies & Tactics

An In-depth Structured
Review of How To Recruit Members

Member Retention Strategies & Tactics

An In-depth Structured
Review of How To Retain Members

One Day Only Specials

Sponsorship Fundamentals



Boost Your Sponsorship Income

Membership Fundamentals

A Great one-Day Review Of The Basics

*** The Big Bi-Annual Event ***

100 Great Member Recruitment & Retention Ideas... In A Day!

3rd June 2010, London Co-Presented With Australian Expert, Belinda Busoli	30 September 2010, London Co-Presented With US Expert, Mark Levin
<p>Roundtables Sessions:</p> <ol style="list-style-type: none">1. Recruitment using events2. Recruitment on a shoestring - low cost ways to recruit new members3. How to engage new members4. Retention on a shoestring -low cost ways to make membership more memorable for members 	<p>Roundtables Sessions:</p> <ol style="list-style-type: none">1. Maximising your message - How to develop an effective benefit flyer2. Making the most of social media - Opening doors & attracting new members3. Planning for higher renewal rates - What to include in your retention program4. Adding value - How members can add extra value for other members 

NB: New Ideas Are Presented At Each Event

Six reasons to make both these days a must:

- Top up your knowledge and hear fresh, new and exciting ideas about what other associations have underway that you could be doing.
- Discuss issues, share and exchange ideas at the four facilitated roundtable sessions
- Build your network of contacts with others working in similar roles - expect over 60 people to be there!
- Stimulate and build the membership team
- **Great value - on this event take advantage of the book 3 places, and pay for 2!**
- Develop or fine tune your membership action plan for the year ahead.

The co-presenters, Belinda Busoli (in June) & Mark Levin (in September), are world leading experts in membership. They have authored several books, are regular international conference speakers and have impressive lists of association clients.

Belinda is a membership specialist who provides delegates to her sessions with practical tools, information and advice that they can immediately apply in their organisations. She specialises in lead generation, prospect relationship management, membership sales, new member integration, member relationship management, renewal processes and more. She is the author of 'The Membership Machine', a guide to recruiting and retaining members effectively.

Mark's books include: Retention Wars - The New Rules of Engagement; Millennium Membership - How To Attract & Keep Members in the New Marketplace; Membership Development - 101 Ways to Get & Keep Your Members; The Gift of Leadership - How to Rekindle the Volunteer Spirit in the 21st Century. His clients include the American Medical Association, the National Education Association and the US Chamber of Commerce.

"So many good ideas! Great format and really informative, thought provoking and challenging." Agnes Jumah, Head of Marketing, ACEVO

"Excellent day—productive and useful—with some great ideas!" Peter Kirby, General Manager, Radio Society of Great Britain

"A great day. Extremely useful and lots of food for thought. Good mix of presentations, round table sessions and networking." Vicky Hunt, Membership Manager, BASCA

"Brilliant events. Lots to take away and implement!" Vickie Moss, Head of Business Development, Institute of Payroll Professionals

"Better than past membership events where you hear great success stories which are not suitable to you. Really insightful and great opportunity to share best practice." Georgia Soley, Supporter Dev Officer, Vegetarian Society

"Excellent ideas on how to take current membership schemes forward. Very informative." Janet Picton, Events Officer, Marine & Sea Cadets Society

Member Research Fundamentals

How To Get The Right Data To Make The Right Decisions About Members

This is a really useful day for anyone involved in surveying members. Find out the best way to determine what benefits they most and least value, find how satisfied they are, gain feedback on events or publications, determine how to segment members or find out why they are leaving or prospective members decide not to join.

The seminar will give you the confidence to undertake or manage member research projects. You will learn:

- What is essential to do before you survey, including the complete process from start to finish
- The research tools available and how to determine the best option
- How to determine sample size and the relationship between sample size and total error
- How to design effective questionnaires, the types of questions to avoid and the rating scales available
- How to boost response rates
- How to run successful focus groups
- Advice on using e-survey tools
- How to interpret your findings and put your results to work
- The main research pitfalls to avoid
- Conducting research on a shoestring – how can you boost your budget?
- Advice on commissioning a research project
- The range of surveys underway in membership organisations.



The seminar will show examples of questionnaires used by membership organisations and involve practical exercises.

You will also receive useful templates and a resource reference list. NB: There is a 3 for 2 offer on this seminar - send three delegates and pay for two!

London: Tuesday 18th May & Wednesday 20th October Dublin: Thursday 20th May

Driving Membership Forward

Membership KPIs | Metrics | Dashboards | Balanced Scorecards

Would it be helpful to have a simple and clear visual picture of what is on track and working well and what needs attention in the membership department? Would you like to be in more control of what is happening? Would you like to be in a position of making well informed decisions?

You will learn:

- The benefits and advantages of having a performance management system in place
- How to sell this to others in the organisation and the board
- The steps involved in introducing a membership management system and the nuts and bolts of choosing performance measures
- What to measure: What performance indicators best suit measuring the impact of membership activity? What matters most?
- How to measure progress towards your goals
- How to communicate critical information in a more concise, visual and compelling way
- Advice on how to launch a program and how to focus everyone
- The obstacles, challenges & pitfalls to be aware of and how to deal with them
- The off-the-shelf software tools available to help you get up and running
- How you can apply this management tool to other areas of association activity, for example, to help regional chapters be more successful.



This seminar is essential for membership professionals who manage the membership resources and effort and strategically drive membership forward.

It will show you how to best monitor the status of what is important, alert you to what is on track and what needs attention. It will put you in the driving seat and help you continually improve the team's performance and the member's experience.

The day will involve case studies which highlight how other associations are measuring activity. This is a hands on and practical workshop. It will start you on your way by giving you practice in developing your own performance measures so you have the shape of a customised dashboard for further fine tuning and refinement. You will leave with a practical toolkit.

London: Tuesday 3rd August & Tuesday 19th October Dublin: Thursday 5th August

Sponsorship Fundamentals

Presenter: Julian Moore from Strategic Membership Solutions

Learn the fundamental concepts, skills and tools necessary to massively increase your sponsorship income and generate strong new income streams for your organisation.

This course will provide you with practical tips, information and advice you can implement immediately to increase your income and decrease your costs. You will be getting advice from an proven practitioner who knows what it takes to get results.

Julian will share some of the secrets that have made him so successful. You will learn how to:

- Develop a low-cost sponsorship offer that will have high value for your sponsors
- Determine the cost of servicing sponsors
- Create a compelling sponsorship proposal – with the look, content and pricing structure that will get results; Identify appropriate new sponsorship targets
- Understand what corporates really want
- Access the sponsorship decision-maker & close the deal (including timeframes)
- Answer the question "Why should they sponsor you?"
- Develop a long term business relationship and retain a rapport with corporate supporters
- Leverage membership through your corporate partnerships.

London: Thursday 27th May



"Excellent session - thank you. I now understand the value and worth of our position, and of research, to potential sponsors." Nicola Maughan, Events Marketing Executive, Institute of Business Consulting

"I will now be completely re-doing our sponsorship promotional material." Julie Pollard, Campaign Manager, IChemE

"I will now be raising my horizon to get better sponsorship deals to support our strategy." Jonathan Shepherd, Director General, IFFO

Member Recruitment Strategies & Tactics

The UK's Leading Member Recruitment Seminar

This seminar is an in-depth look at how to recruit new members. You will learn:

- The essential elements of successful recruitment marketing
- How to determine which prospective members are most likely to be interested in joining and how to find them
- The main techniques used to attract new members
- Which recruitment techniques are most cost effective
- How to view the recruitment process from the prospective members viewpoint so you can better understand how to encourage them to join
- The research needed for an effective recruitment campaign
- The four membership growth strategies available to you
- How to structure a recruitment marketing plan
- How to develop eye catching recruitment literature
- The functionality you need to build into your web site to attract and keep in touch with new members

London: Tuesday 23rd March & Tuesday 12th October

Dublin: Tuesday 5th October

"Excellent day!" Sharon Stephens, Head of Member & Business Development, Chartered Institute of Building

"Fabulous! Full of helpful hints and tips to improve our approach to membership." Rachael Kington, Secretariats Assistant, Society for Endocrinology

"The overall presentation was very good and the section on events was really valuable." Mark Fielding, Chief Executive, ISME

"I found everything valuable and relevant", John McKelvie, Membership Team Manager, Institute of Leadership & Management

Member Retention Strategies & Tactics

The UK's Leading Member Retention Seminar

This is an in-depth review of how to retain members. You will learn:

- Why members leave
- All the key factors that affect member retention
- The strategies and tactics you can use to increase member satisfaction and minimise the risk that members will leave
- The key research you need to undertake before preparing your retention plan
- Measures you can use to determine how satisfied your members are and other key research you need to undertake
- The options for segmenting your membership so you can better serve their needs
- How to make new members feel welcome
- What to include in a successful renewal package
- Practical ideas and tips for involving members
- How to develop a retention culture in your organisation
- Examples of marketing material for supporting membership retention

London: Wednesday 24th March & Wednesday 13th October

Dublin: Wednesday 6th October

"Fantastic session and lots of resources to take away. Thanks Sue!" Hannah Fenton, Arts Marketing Association

"I now better understand the factors that affect retention and vulnerable members. The hints and tips from Sue and other delegates were really useful.", Michael Dixon, The Marketing & Membership Manager, The Entrepreneurs Forum

"I thoroughly enjoyed the course and have a long list of actions. Sue's hints and tips were valuable and I found the opportunity to network and share ideas with other Membership Managers really useful.", Louise Firth, Membership Manager, BII

Member Fundamentals

Presenter: Belinda Busoli from Strategic Membership Solutions

This day is ideal for those new to membership or those seeking a formalized course that gives an overview of the key skill sets and knowledge that every membership manager needs to know in order to undertake their role effectively.

You will learn

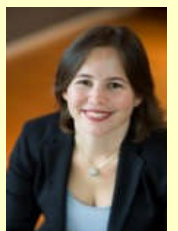
- How to segment your membership - including how to determine the key statistical benchmarks you need to make informed marketing decisions
- How to develop a compelling value proposition that your members and prospective members will find appealing
- How to create a product mix that delivers the value your members and prospective members are seeking
- How to communicate your value proposition in a targeted way that will produce an emotional response to your membership offer
- How to engage members and prospective members in a way they are comfortable with and that will keep them loyal to your organisation
- A six step process that will ensure that the above happens consistently.

London: Friday 4th June

"I am leaving this session with a number of new ideas that I can implement. I have no doubt that this will help us recruit and retain members." Brent Edwards, Australian Marketing Association

"Your seminar was great, totally relevant and effective. Belinda is a great speaker." Kerry Nicholls, Australasian Housing Institute

"I would definitely recommend this workshop to any organisation who wants to recruit & retain members." Elisa Grassa, City of Boroondara



Membership Organisations That Have Attended These Seminars

Aberdeen & Grampian Chamber of Commerce
ACCA
ACEVO
Advice UK
Age Care
Age Concern
Alternative Investment Management Association
Alzheimer's Disease International
AMICUS
Anti Copying in Design
Arab-British Chamber of Commerce
Army Cadet Force Association
Art Fund
Asbestos Control & Abatement Division
Association of Learned & Professional Society Publishers
Association of Suppliers to the Furniture Industry
Association for Information Management
Association for Project Management
Association for Project Safety
Association for Physical Education
Association of Accounting Technicians
Association of Art & Antique Dealers
Association of British Insurers
Association of British Travel Agents
Association of Charitable Foundations
Association of Christian Teachers
Association of Corporate Treasurers
Association of Cycle Traders
Association of Electricity Providers
Association of Graduate Recruiters
Association of Graphical Information
Association of Independent Music
Association of Interior Specialists
Association of Investment Companies
Association of Learned and Professional Society Publishers
Association of MBA's
Association of Planning Supervisors
Association of Taxation Technicians
Association of University Administrators
Association of Welding Distributors
Attend
Authors Licensing & Collecting Society
Automotive Manufacturer's Racing Association
Bio Industry Association
Biochemical Society
Bioscience Industry Association
Birmingham Business Link
Birmingham Chamber of Commerce & Industry
Biscuit Cake Chocolate Confectionery Association
Booksellers Association
Brewing, Food & Beverage Industry Suppliers Association
British & International Golf Greenkeepers Association
British Academy of Management
British Acupuncture Council
British Aerosol Manufacturers' Association
British Amusement Catering Trade Ass
British Antique Furniture Restorers Ass
British Association for Counselling & Psychotherapy
British Association of Communicators in Business
British Association of Dental Nurses
British Association of Domiciliary Care
British Association of Removers
British Association of Sport & Exercise Sciences
British Association of Urological Nurses
British Bankers Association
British Computer Society
British Cycling Federation
British Dental Association
British Equine Veterinary Association
British Fire Protection Systems Association
British Fruit Juice Association
British Hardware Federation
British Healthcare Trades Association
British Holiday & Home Parks Association
British Hospitality Association
British Incoming Tour Operators Association
British Institute for Learning & Development
British Institute of Cleaning Science
British Institute of Facilities Management
British Institute of Innkeeping
British Institute of Learning Disabilities
British Institute of Radiology
British Insurance Brokers' Association
British Marine Federation
British Equine Veterinary Association
British Medical Acupuncture Society
British Medical Association
British Medical Ultrasound Society
British Occupational Hygiene Society
British Osteopathic Association
British Parking Association
British Ports Association
British Printing Industries Federation
British Private Equity & Venture Capital Association
British Property Federation
British Red Cross Society
British Shops & Stores Association

British Sign & Graphics Association
British Society for Rheumatology
British Sociological Association
British Stainless Steel Association
British Sub Aqua Club
British Turf & Landscape Association
British Vehicle Rental & Leasing Association
British Venture Capital Association
British Veterinary Association
British Water
British Wind Energy Association
British Woodworking Federation
Business in the Community
Business Link for Essex
Business Link Hereford & Worcester
Business West
Call Centre Association
Campaign for Science & Engineering
Camden & Chorleywood Food Research Ass
Camping & Caravanning Club
Canada-UK Chamber of Commerce
Caravan Club
Central Council of Physical Recreation
Chamber Business Enterprises
Chamber of Commerce & Business Link Herefordshire & Worcestershire
Chartered Institute of Bankers in Scotland
Chartered Institute of Building
Chartered Institute of Housing
Chartered Institute of Library & Information Professionals
Chartered Institute of Logistics & Transport
Chartered Institute of Logistics & Transport in Ireland
Chartered Institute of Marketing
Chartered Institute of Patent Agents
Chartered Institute of Personnel Development
Chartered Institute of Purchasing and Supply
Chartered Institution of Building Services Engineers
Chartered Insurance Institute
Chartered Management Institute
Chartered Society of Physiotherapy
Chartergroup
Chester Chamber of Commerce
Chester Zoo
Chief Fire Officers' Association
Child Poverty Action Group
CIPFA
City & Guilds
Citywide Women's Consortium
Commission for Patient & Public Involvement in Health
Community Development Exchange
Confederation of British Metalforming Connect
Construction Employers Federation
Construction Industry Research & Information Association
Consumer Credit Trade Association
Convenience Stores & Newsagents Ass
Co-operatives UK
Council for Administration
Council of Mortgage Lenders
County Kildare Failte
County Land & Business Association
Coventry & Warwicks Chamber of Commerce
Craighead Institute
Credit Services Association
CTC - National Cyclist's Organisation
Cumbria Tourism
CYCLE
D&AD
Defence Manufacturing Association
Design Business Association
Disabled Living Centres Council
DrugScope
Dublin Chamber of Commerce
Dublin Tourism Centre
Eating Disorders Association
Edinburgh Chamber of Commerce
Educational Institute of Scotland
Electrical Contractors' Association
Electrical Distributors' Association
Energy Institute
Engineering Employers Federation
Engineers Ireland
English UK
Epilepsy
Ergonomics Society
Entrepreneurs Forum
European American Taxation Institute
European Competitive Teleco Association
European Regions Airline Association
European Sales & Marketing Association
FDA
Federation Against Software Theft
Federation of Engine Re-Manufacturers
Federation of Holistic Therapists
Federation of Plasterers & Drywall Contractors
Federation of Small Businesses
Fencing Contractors Association
Fine Art Trade Guild
Fitness Industry Association
Food and Drink Forum
Forensic Science Society
Forestry Commission
Freight Transport Association
Freshwater Biological Association
Friends of the Royal Academy

Galvanizers Association
Game Conservatory Trust
Garage Equipment Association
Gauge & Toolmakers Association
Geological Society
Giftware Association
Girlguiding UK
Glasgow City Marketing Bureau
Glass & Glazing Federation
GLPQ Consortium
GMB Trade Union
Golf Club Managers' Association
Good Salon Guide
Grain & Feed Trade Association
Great Ormond Street Hospital Children's Charity
Guild of Master Craftsmen
Haemophilia Society
Head Food Manufacturers' Association
Help the Hospices
Hire Association Europe
Historic Scotland
Hospitality Action
Hotel & Catering International Management Association
HR Society
ICOM Energy Association
IDG
Incorporated Society of British Advertisers
Incorporated Society of Musicians
Independent Theatre Council
Chartered Institute of Library & Information Professionals
Industry Research and Development Group
Insol International
Institute for Learning
Institute for Manufacturing
Institute for Occupational Ergonomics
Institute of Accounting Technicians
Institute of Administrative Management
Institute of Advanced Motorists
Institute of Biology
Institute of Business Advisers
Institute of Career Guidance
Institute of Cast Metals
Institute of Certified Public Accountants
Institute of Clinical Research
Institute of Contemporary Arts
Institute of Credit Management
Institute of Customer Service
Institute of Engineering & Technology
Institute of Financial Accountants
Institute of Financial Services
Institute of Food Sciences & Technology
Institute of Fundraising
Institute of Healthcare Engineering & Estate Management
Institute of Horticulture
Institute of Internal Auditors
Institute of Leadership & Management
Institute of Legal Executives
Institute of Linguists
Institute of Marine Engineering, Science & Technology
Institute of Measurement & Control
Institute of Optimum Nutrition
Institute of Payroll & Pensions Management
Institute of Physics
Institute of Practitioners in Advertising
Institute of Public Administration
Institute of Public Finance
Institute of Public Relations
Institute of Quality Assurance
Institute of Quarrying
Institute of Sales & Marketing Management
Institute of Sales Promotion
Institute of Technology
Institute of the Motor Industry
Institute of Travel & Tourism
Institute of Water Officers
Institution of Chemical Engineers
Institution of Civil Engineers
Institution of Gas Engineers & Managers
Institution of Highways & Transportation
Institution of Incorporated Engineers
Institution of Lighting Engineers
Institution of Materials Minerals & Mining
Institution of Mechanical Engineers
Institution of Structural Engineers
Intellect
International Association of Teachers of English as a Foreign Language
International Bar Association
International Bunker Industry Association
International Classification Media Association
International Council of Shopping Centres (Europe)
International Fishmeal and Fish Oil Organisation
International Powered Access Federation
International Projects Finance Association
International Underwriting Association
International Union of Aviation Insurers
International Wire & Machinery Association
Internet Advertising Bureau
Ipswich Institute
Irish Business Employers Confederation
Irish Computer Society
Irish Dental Association

Irish Hardware & Building Materials Association
Irish Institute of Credit Management
Irish Institute of Purchasing & Materials Management
Irish National Teachers' Organisation
Irish Quality Centre
Irish Retail Newsagents Association
Lancashire & Blackpool Tourist Board
Landscape Institute
Law Society of Ireland
Leatherhead Food International
Leicestershire Fire & Rescue Service
Liberty
Life Insurance Association
Liverpool Business Association
Liverpool Chamber of Commerce
Lodge Park Netball Club
Long Term Conditions Alliance
London Chamber of Commerce & Industry
London Library
Lymphoma Association
Magistrates' Association
Major Projects Association
Making Music
Management Consultancies Association
Manufacturers' Agents' Association
Marine & Sea Cadets Society
Market Research Society
Marketing Manchester
Marketing Society
Mechanical & Metal Trades Confederation
Medical & Dental Defence Union of Scotland
Medical Protection Society
Medway NHS Foundation Trust
Meniere's Society
Mensa
Metropolitan Police
Midlands Probation Training Consortium
Milton Keynes and North Buckingham Chamber of Commerce
Motor Cycle Industry Association
Motorsports Industry Association
Moving Image Society
Music Industries Association
NAFEMS
NASUWT
National Association for Special Educational Needs
National Association of Hospital & Community Friends
National Association of Round Tables
National Association for Able Children in Education
National Association of British & Irish Millers
National Association of Co-operative Officials
National Association of Decorative & Fine Arts Societies
National Association of Estate Agents
National Association of Head Teachers
National Association of Master Bakers
National Association of Pension Funds
National Association of Primary Care
National Association of Schoolmasters
National Association of Schoolmasters Union of Women Teachers
National Association of Toy & Leisure Libraries
National Association for Able & Gifted Children
National Autistic Society
National Childbirth Trust
National Children's Bureau
National Council of One Parent Families
National Business Travel Network
National Family & Parenting Institute
National Farmers Union
National Federation of Retail Newsagents
National Federation of Roofing Contractors
National Federation of Sub Postmasters
National Hairdressers' Federation
National Osteoporosis Society
National Pharmacy Association
National Rifle Association
National Society of Allied & Independent Funeral Directors
National Trainers Federation
National Union of Marine, Aviation and Shipping Transport Officers
National Union of Teachers
NE Chamber of Commerce
Network Golf
NOF Energy
North Derbyshire Chamber of Commerce & Industry
North East Chamber of Commerce
North West Aerospace Alliance
Northamptonshire Chamber of Commerce
Northumberland Wildlife Trust
Offshore Contractors Association
Oddfellows
ORACLE User Group
Organisation for Prof in Regulatory Affairs
PACT
Parkinson Disease Society
Periodical Publishers Association
Photo Marketing Association
International
Physical Education Association
Physiological Society

Police Superintendents' Association
Polymer Machinery Mfrs & Distributors Ass
Professional Speakers Association
Radio Society of Great Britain
Railway Industry Association
Ramblers' Association
Recruitment & Employment Confederation
Resolution
Results UK
Retail Training Consultancy
RGDATA
Road Haulage Association
Rotary
Royal Aeronautical Society
Royal Agricultural Society of England
Royal Bath & West of England Society
Royal College of General Practitioners
Royal College of Midwives
Royal College of Nursing
Royal College of Physicians and Surgeons
Royal Institute of British Architects
Royal Institute of Chartered Surveyors
Royal Institute of International Affairs
Royal Microscopical Society
Royal National Institute for the Blind
Royal Society for the Prevention of Accidents
Royal Town Planning Institute
RYA
Samaritans
SATRA
Save British Science Society
SBI
School Library Association
SCI - Society of Chemical Industry
Scientists for Global Responsibility
Scottish Council for Development and Industry
Scottish Council for Voluntary Organisations
Scottish Federation Housing Association
Scottish Rural Property & Business Association
Scout Association
Security Institute
Security Institute of Ireland
SELECT
Services Network (NE)
Services, Industrial, Professional and Technical Union
Servite Housing Association
Sheffield Chamber of Commerce & Industry
SKI Club of Great Britain
SLC Lawyers' Services
Social Enterprise Coalition
Society Chemical Industry
Society for All Artists
Society for Applied Microbiology
Society for Endocrinology
Society of Orthopaedic Medicine
Society of Authors
Society of Homeopaths
Society of Industrial Emergency Safety Officers
Society of Legal Council Clerks
Society of Licensed Victuallers
Society of Local Authority Chief Executives & Senior Managers
Society of Local Council Clerks
Society of Operations Engineers
Society of Petroleum Engineers
Society of Trust & Estate Practitioners
Solihull Chamber of Commerce
Southbank Centre
Sports Industries Federation
St. Helens Chamber of Commerce
Stationers & Newspaper Makers Company
Strathclyde Police Federation
Suffolk Chamber of Commerce
Suffolk GP Services
Surface Engineering Association
Surrey Law Society
Transform Work UK
Tennis England
Thames Valley Chamber of Commerce
Timber Research & Development Ass
Transport 2000
UK Home Care Association
UK Oracle User Group
UK Post & Services
UK Post & Services
UK Quality Ash Association
UK Science Park Association
UK Trades Confederation
UKINBOUND.ORG
Union of Finance Staff
Universities and Colleges Employers Ass
Universities UK
University of Worcester
Vision Homes Association
Visit Chester
Wine & Spirit Association
Wood for Good
Worldchoice UK
WS Society
York Tourism Bureau I Visit York
Youth Action Network

Booking Form

You can also book on-line at www.suefroggatt.com

Delegate Comments

"A very enjoyable and thought provoking seminar. All of it was really useful and I will be feeding back to one of our directors who is creating the future strategy."
Charlotte McNeil, Marketing Manager, British Acupuncture Council

"An excellent and thought provoking session. I would recommend anyone involved in membership associations to attend."
James Hale, Marketing & Communications Director, Ramblers' Association

"Very helpful. I will now analyse members more and be more proactive in the retention process."
Soheila Dayan, Chartered Institute of Linguists

"Very informative and interesting. Excellent facilitator."
Debbie O'Sullivan, Engineers Ireland

"I thoroughly enjoyed the course and have a long list of actions. Sue's hints and tips were valuable and I found the opportunity to network and share ideas with other Membership Managers really useful."
Louise Firth, Membership Manager, BII

"The additional information pack is fabulous and so is the resource list."
Susan Logh, Manager, Historic Scotland

"I have taken away lots of new ideas and feel very motivated."
Sally Harvey, Membership Relationship Manager, Incorporated Society of British Advertisers

"I got a lot more out of the day than I had expected."
Maureen Hurt, Membership Administrator, International Fishmeal and Fish Oil Organisation

"The examples of best practice, the reference material and the interaction between delegates was really useful."
Ann Flintham, Communications Manager, Magistrates' Association

"The seminar generated many action points and exceeded my expectations!"
Alison Douglas, Fellowship Services Manager, Geological Society

"Very helpful - thank you."
Sally Dickinson, Chief Executive, Magistrates' Association

"Excellent course - it helped me generate lots of ideas which will be simple and practical to implement."
Sarah Mann, Services Development Manager, National Farmers Union

"I found it really useful to explore the ways of treating members differently and will now change the communications with new members and during the renewals process."
Andrew Geoffrey Fowler, Membership Assistant, Booksellers Association

"Excellent course for beginners and those that are more informed."
Jwalant Popat, Market Research Executive, TRADA

Read many more comments from other delegates at www.suefroggatt.com

Please book me place(s) on the following 2010 events:

1. 100 Great Member Recruitment & Retention Ideas *NB: 3 for 2 offer on this event.*

- 1.1 June 3rd, London 1.2 September 30th, London

2. Member Research Fundamentals

- 2.1 May 18th, London 2.2 May 20th, Dublin 2.3 October 20th, London

3. Driving Membership Forward

- 3.1 August 3rd, London 3.2 August 5th, Dublin 3.3 October 19th, London

4. Sponsorship Fundamentals

- 4.1 May 27th, London

5. Member Recruitment Strategies & Tactics

- 5.1 March 23rd, London 5.2 October 5th, Dublin 5.3 October 12th, London

6. Member Retention Strategies & Tactics

- 6.1 March 24th, London 6.2 October 6th, Dublin 6.3 October 13th, London

7. Membership Fundamentals

- 7.1 June 4th, London

Delegate 1 Position No

Delegate 2 Position No

Delegate 3 Position No

Organisation

Address.....

Phone Email..... Fax.....

Booked by Date.....

Please fax this form to 0121 246 1996

Cost, terms & other details

- On receipt of your booking an invoice with confirmation of your booking, course joining instructions and a map are sent to you via email and by post. All fees must be paid in advance. Credit cards are accepted over the telephone. Cancellations must be received in writing 30 days in advance of the course date. All fees are forfeited thereafter, however substitutions can be made.
- Cost:
 - £295** +VAT per delegate per seminar (or €300 for Dublin seminars)
 - There is a 3 for 2 offer on event 1 (100 Great Recruitment & Retention Ideas) - send 3 delegates and pay for 2.
 - Includes lunch & seminar notes and all delegates receive a list of useful resources and a pack containing many useful templates. See web for venues & exact locations and timings.
 - Dress is smart casual.
- The seminar presenter is Sue Froggatt who specialises in membership development. Sue is a regular writer, international conference speaker and has worked with many membership organisations. She has 29 years experience in marketing and is a member of the American Society of Association Executives and is a founder member of the Professional Speakers Association.
- See the web for 2011 dates
- If you would like to have any of the seminars run in-house, or are looking for a speaker on membership or marketing, please contact me. Other services include consulting, member research projects and meeting facilitation.

Who should attend?

These seminars and events are ideal for anyone new to membership, or anyone already working in this area and looking for an injection of fresh ideas. They have also proved useful for many seasoned delegates in confirming that they are on the right track and pinpointing the small, but key changes they can make to boost their impact.



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