

# Membership Seminars



Sue Froggatt  
Training & Consulting

## Seminars & Events

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

**£295**<sup>+VAT</sup>  
per delegate

London

### 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

## Driving Membership Forward

Metrics & KPIs for Measuring  
The Membership Effort



### 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

### Guest Presenter

## Sponsorship Fundamentals

Boost Your Sponsorship Income

## \*\*\* The Big Event \*\*\*

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

**30 September 2010, London**  
Co-Presented With US Expert, Mark Levin

### Roundtables Sessions:

1. Maximising your message - How to develop an effective benefit flyer
2. Making the most of social media - Opening doors & attracting new members
3. Planning for higher renewal rates - What to include in your retention program
4. Adding value - How members can add extra value for other members



### Six reasons to make both this day 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.

Mark Levin is a world leading experts in membership. He has authored several books, is a regular international conference speakers and has impressive lists of association clients.

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: Wednesday 20th October 2010 & Tuesday 22nd March 2011

## Driving Membership Forward... Metrics For Managing Membership

### 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 19th October 2010 & Wednesday 23rd March 2011

## Sponsorship Fundamentals

### For Membership Organisations

**Guest Presenter: Catherine Hawkins**



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.

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: Wednesday 20th October 2010

# 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 12th October 2010 & Tuesday 15th March 2011**

*"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 13th October 2010 & Wednesday 16th March 2011**

*"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*

## 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.

## Other Services From Sue

- Consultancy
- Conference speaking
- Member research
- In-house seminars
- Planning meeting facilitation



# Membership Organisations That Have Attended These Seminars

Aberdeen & Grampian Chamber of Commerce  
ACCA  
ACEVO  
Advice UK  
Age Care  
Age Concern  
ALMR  
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 for Information Management  
Association for Perioperative Practice  
Association for Physical Education  
Association for Project Management  
Association for Project Safety  
Association of Accounting Technicians  
Association of Art & Antique Dealers  
Association of British Healthcare Industries  
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 & Professional Society Publishers  
Association of Learned and Professional Society Publishers  
Association of Manufacturers of Power Generating Systems  
Association of MBA's  
Association of Planning Supervisors  
Association of Professional Staffing Companies  
Association of Suppliers to the Furniture Industry  
Association of Taxation Technicians  
Association of University Administrators  
Association of Welding Distributors  
Attend  
Authors Licensing & Collecting Society  
Automotive Manufacturer's Racing Association  
Association  
bassoc  
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 Inkeeping  
British Institute of Learning Disabilities  
British Institute of Radiology  
British Insurance Brokers' Association  
British Marine Federation  
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 Safety Council  
British Shops & Stores Association  
British Sign & Graphics Association  
British Society for Rheumatology

British Sociological Association  
British Stainless Steel Association  
British Sub Aqua Club  
British Toilet Association  
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 Community Institute  
Business in the Community  
Business Link for Essex  
Business Link Hereford & Worcester  
Business West  
Call Centre Association  
Campaign for Science & Engineering  
Campden BRI  
Camping & Caravanning Club  
Canada-UK Chamber of Commerce  
Capel Manor College  
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 Management Accountants  
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  
CILIP  
Cinema and Television Benevolent Fund  
CIPFA  
CIPS  
CIRIA  
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  
Country Land & Business Association  
County Kildare Failte  
Coventry & Warwicks Chamber of Commerce  
Craighead Institute  
Credit Services Association  
CTC - National Cyclist's Organisation  
Cumbria Tourism  
CYFLE  
D&AD  
Daycare Trust  
Defence Manufacturing Association  
Design and Technology Association  
Design Business Association  
Development Trusts 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  
England Rugby Supporters Club  
English UK  
Entrepreneurs Forum  
Epilepsy  
Ergonomics Society  
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 Master Builders  
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  
Girguiding 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  
Great Western Hospitals NHS Foundation Trust  
Guild of Master Craftsmen  
Haemophilia Society  
Hailsham Chambers  
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  
IDG  
Incorporated Society of British Advertisers  
Incorporated Society of Musicians  
Independent Theatre Council  
Industrial Commercial Energy Association  
Industry Research and Development Group  
Insol International  
Institute for Archaeologists  
Institute for Learning  
Institute for Manufacturing  
Institute for Occupational Ergonomics  
Institute of Accounting Technicians  
Institute of Actuaries  
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 Mathematics and its Applications  
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 Risk Management  
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  
Institute for Archaeologists  
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  
Intensive Care Society  
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 Water Association  
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 Nurses & Midwives' Organisation  
Irish Quality Centre  
Irish Retail Newsagents Association  
ISSI Fellowship in the UK  
Lancashire & Blackpool Tourist Board  
Landscape Institute  
Law Society of Ireland  
Learning Through Landscapes  
Leatherhead Food International  
Leicestershire Fire & Rescue Service  
Liberty  
Life Insurance Association  
Liverpool Business Association  
Liverpool Chamber of Commerce  
Lodge Park Netball Club  
London Chamber of Commerce & Industry  
London Library  
Long Term Conditions Alliance  
Lymphoma Association  
Magistrates' Association  
Major Projects Association  
Making Music  
Management Consultancies Association  
Manufacturers' Agents' Association  
Marie Curie Cancer Care  
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 Able Children in Education  
National Association for Able & Gifted Children  
National Association for Special Educational Needs  
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 Hospital & Community Friends  
National Association of Master Bakers  
National Association of Pension Funds  
National Association of Primary Care  
National Association of Round Tables  
National Association of Schoolmasters Union of Women Teachers  
National Association of Toy & Leisure Libraries  
National Autistic Society  
National Business Travel Network  
National Childbirth Trust  
National Children's Bureau  
National Council of One Parent Families  
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  
Oddfellows  
Offshore Contractors Association  
ORACLE User Group  
Organisation for Prof in Regulatory Affairs  
PACT  
Parkinson Disease Society  
Periodical Publishers Association  
Personal Social Health & Economic Education Association  
Photo Marketing Association International  
Physical Education Association  
Physiological Society  
Police Superintendents' Association  
Polymer Machinery Mfrs & Distributors Ass  
Portland Press

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 Statistical Society  
Royal Town Planning Institute  
RYA  
Samaritans  
SATRA  
Save British Science Society  
SBCI  
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  
SkillsActive  
SLC Lawyers' Services  
Social Enterprise Coalition  
Society Chemical Industry  
Society for All Artists  
Society for Applied Microbiology  
Society for Endocrinology  
Society for General Microbiology  
Society for Local Council Clerks  
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 Operational Engineers  
Society of Operations Engineers  
Society of Orthopaedic Medicine  
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  
Swedish Chamber of Commerce  
Tennis England  
Thames Valley Chamber of Commerce  
Timber Research & Development Ass  
TPAS  
Transform Work UK  
Transport 2000  
UK Green Building Council  
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  
Vegetarian Society  
Vision Homes Association  
Visit Chester  
Wine & Spirit Association  
Women's Business Club  
Wood for Good  
Worldchoice UK  
WS Society  
York Tourism Bureau | Visit York  
Youth Action Network

# Booking Form

You can also book on-line at [www.suefroggatt.com](http://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

Please book ..... place(s) on the following events:

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

1.1 Thursday September 30th 2010, London

### 2. Member Research Fundamentals

2.1 Wednesday October 20th 2010, London  2.2 Tuesday March 22nd 2011, London

### 3. Driving Membership Forward - Metrics for Managing Membership

3.1 Tuesday October 19th 2010, London  3.2 Wednesday March 23rd 2011, London

### 4. Sponsorship Fundamentals

4.1 Wednesday October 20th 2010, London

### 5. Member Recruitment Strategies & Tactics

5.1 Tuesday October 12th 2010, London  5.2 Tuesday March 15th 2011, London

### 6. Member Retention Strategies & Tactics

6.1 Wednesday October 13th 2010, London  6.2 Wednesday March 16th 2011, London

Delegate 1 ..... Position ..... No .....

Delegate 2 ..... Position ..... No .....

Delegate 3 ..... Position ..... No .....

Organisation .....

Address.....

Phone ..... Email..... Mobile.....

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 for 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**
  - 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 30 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.
- 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.

## Sue Froggatt Training & Consulting

P: 0870 747 9185 F: 0121 246 1996

E: [inquiries@suefroggatt.com](mailto:inquiries@suefroggatt.com) W: [www.suefroggatt.com](http://www.suefroggatt.com)

Free membership articles & tips at [www.suefroggatt.com](http://www.suefroggatt.com)

Read many more comments from other delegates at [www.suefroggatt.com](http://www.suefroggatt.com)