

# For Membership Associations

For Chartered Bodies  
Institutes  
Societies  
Trade Associations  
Chambers of Commerce  
Business Clubs  
Trade Unions  
Federations Forums  
User Groups  
Guilds  
Sports Associations  
Social Clubs  
Hobby and Interest Clubs

## £295

+VAT per delegate

*3 for 2 offer*

*Book 3 places  
and the 3rd  
place is free!*

**October  
2021 &  
March 2022**

**Sue Froggatt**  
Training & Consultancy

**The UK's Leading &  
Most Experienced Membership  
Training Provider**

# SEMINARS & WORKSHOPS

## ON MEMBERSHIP & STRATEGIC PLANNING

### 1. MEMBER RECRUITMENT STRATEGIES AND TACTICS

The best ways to acquire new members

### 2. MEMBER RETENTION STRATEGIES AND TACTICS

How to engage new and existing members

### 3. COMMUNICATING THE VALUE OF MEMBERSHIP

How to develop and demonstrate a compelling value proposition

### 4. MANAGING THE MEMBERSHIP EXPERIENCE

How to deliver an experience that members will value

### 5. DEVELOPING YOUR STRATEGIC PLAN

A workshop for associations about to embark on a strategic plan process

# 1. MEMBER RECRUITMENT STRATEGIES AND TACTICS

This is an in-depth look at how to attract and recruit new members.

You will learn:

- The seven different membership development strategies used by associations
- The tactics and techniques used to attract new members and which are the most effective
- The key research needed to produce an effective recruitment campaign and the essential questions to ask
- The four key stages in the prospective members journey into membership - understanding this will help you better understand how to encourage them to join
- The best way to raise your profile and increase awareness of how you help members succeed
- How to nurture and guide people who express an interest in joining
- A technique to help you overcome objections
- The key skills needed to recruit members
- The critical information you need to uncover during recruitment to ensure a successful on-boarding process.

The seminar handouts include a template of a membership recruitment plan.

**Tuesday 12th October 2021**  
**Tuesday 15th March 2022**

*"A really fantastic day - thank you. It was great to discuss ideas with other membership professionals and the training facilitated some really useful conversations."*, Nyisha Bill-Eteson, Lead Membership Development Officer, Royal Academy of Dance

*"Very informative and well structured."*, Paul Byrne, Head of Membership Development, Dublin Chamber

*"Thank you for a superb learning experience - such an excellent and warm presentation."*, Rachel James, Deputy Director of Education, The Honourable Society of Gray's Inn

*"I really enjoyed attending - it was much more engaging than these events are usually. The day encouraged me to think and has produced a long list of actions that are specific and tangible."*, Joanne Beale, Marketing Manager, BDA

# 2. MEMBER RETENTION STRATEGIES AND TACTICS

A structured step-by-step comprehensive review of how to retain members.

You will learn:

- The key factors that affect retention
- Why members leave and who is at risk of leaving
- What associations have discovered correlates with a high retention
- The strategies and tactics you can use to minimise the risk that members will leave
- The key research you need to undertake before preparing your retention plan
- The options for segmenting your members so you can better meet their expectations and needs
- How to make new members feel welcome
- Practical tips for engaging members and building a strong community
- Ideas for improving the renewals process.

The seminar workbook includes a template of how to structure a member retention plan and a template of a lapsed member questionnaire.

**Wednesday 13th October 2021**

**Wednesday 16th March 2022**

*"Great coverage, great exercises and also liked all the examples you showed to illustrate the key points. I have lots of great tips to improve the retention processes."*  
Mélanie Chaubert, Associate, Member Relations, World Business Council for Sustainable Development

*"Sue was excellent and provided tangible evidence based on research to support potential retention strategies."*, Sam Butter, Membership and Appraisal Co-ordinator, Society of Occupational Medicine

*"This was an excellent course with the right balance across all aspects - including good handouts, slides, exercises and pace. Thank you."*, Justin Mingaye, Membership Manager, CIPP

*"It was really great that Sue was able to share some great ideas and solidify the strength of some of the ideas that we are looking to implement."*, Holly de Souza, Professional Membership Manager, International Compliance Association

### 3. COMMUNICATING THE VALUE OF MEMBERSHIP

#### *How To Develop & Demonstrate A Membership Value Proposition*

This is a challenge for many associations and this workshop will show you how to demonstrate value.

You will learn:

- The 10 steps involved in developing a winning value proposition statement
- How to draft your value statement using Sue's tried and tested template. This concisely answers the questions why a prospective member should join and an existing member should renew. It helps you become the natural choice, win over prospective members earlier in the recruitment process and stand out from the competition
- How you can make a big difference from small tweaks and changes
- The 8 ways to help the value you have identified to stand out and attract attention
- A great technique you can use to review and revise your list of benefits and to make it very appealing and make a stronger connection with the reader
- The research you can use to better understand what members value—this session alone will save you hours of background reading
- The different types and sources of value for your members, including a review of the member value continuum
- How to communicate the value of the intangible benefits of membership
- The latest developments in communicating value, the changes that some associations have made in this area and how to get support for this vital work.

The session includes a comprehensive workbook with templates and many practical examples from membership bodies.

**Thursday 14th October 2021**

**Thursday 17th March 2022**

*"A brilliant seminar."* Judith Dunn, Scottish Assn of Landlords

*"Great session. I have taken a lot from it that I will implement in my everyday job."* Joe Brewin, Partnership & Development Account Executive, The IET

*"I found the whole experience fascinating and inspiring—it was fantastic and exceeded my expectations. Excellent. We have now got a lot of work to do to get our messages right."* Mark Laurie, Director, Nationwide Caterers Association

*"An inspirational day which will have a huge impact on shaping our future strategy."* Claire Treadwell, Head of Marketing and Membership, Arts Marketing Association

### 4. MANAGING THE MEMBERSHIP EXPERIENCE

With COVID and the evidence showing the many benefits from focusing on the customer experience, the member experience has reached a new level of strategic importance.

This session will give you a deeper understanding of how you can manage and influence the membership experience to improve recruitment and retention, improve loyalty and add value for members.

You will learn:

- Why organisations have been re-inventing themselves around the customer experience
- How focusing on the experience results in an increase in the value of membership
- The tools and research to use to get an 'outside-in' or member centric perspective, including the template that many associations are now using to map out the key member journeys
- The typical stages in three of the key member journeys - into membership, the first year of membership and the journey into leadership—to fast track your learning using these tools
- What to focus on and what the first pioneer in the membership sector did to deliver a winning experience
- How to create a Member Experience Statement for your association to help you deliver a consistent and predictable experience that re-enforces your brand
- The measures and metrics you can use to monitor the membership experience
- Some great tips and tactics for improving the experience and the latest developments in the sector.

#### **Special bonus**

Every delegate receives a complimentary copy of 'Managing the Membership Experience'.



**Tuesday 19th October 2021**

**Tuesday 22nd March 2022**

*"Fab—so useful. Loved the idea of how to create community and measure a sense of community and the member experience statement will really help focus us."* Fay Counts, Head of Fundraising and Membership, The Vegetarian Society

*"Very enlightening—particularly looking at things from the member perspective. I will use what I have learned today to improve how we interact with members."* Craig Docking, Membership Engagement, Chartered Banker Institute

*"A great course. I will now be developing a membership statement that the whole company endorses and mapping customer journeys."* Caroline Reed, Crohn's and Colitis UK

*"Excellent content! I now have a valuable framework for mapping the membership experience."* Sarah Whiteside-Jones, Professional Development Manager, Institute of the Motor Industry

## 5. DEVELOPING YOUR STRATEGIC PLAN

Having a well-defined strategic planning process is crucial for success. On this workshop you will gain insights on how to undertake or refresh your strategic planning process and develop a plan with a clear forward direction.

You will learn:

- **The three things we have learned about planning from the COVID pandemic and what we need to incorporate going forward**
- How to develop and formulate your strategic plans: A walk through a step-by-step roadmap of the key stages involved
- The critical ingredients required for success
- A review of the strategies used by associations
- Who to involve in the planning group
- How to gather, identify and review the trends that will impact on future direction and strategy (NB: These are covered in workshop 6 in future trends.)
- Techniques used to analyse data and expand your understanding of what is happening
- What makes inspiring vision and mission statements that help guide the process
- How to communicate and cascade the results of the process throughout the organisation.

The workbook includes a template of a strategic plan and a list of over 70 strategies in four key areas adopted by membership associations. The session also includes examples of several strategic plans from membership organisations that you will have time to review and reflect on.

Who should attend: Any managers or executives involved in strategy development and wants to gain a broader understanding of the process or expand their planning skills.

**Wednesday 20th October 2021**  
**Wednesday 23rd March 2022**

*"An excellent day - thank you. It was valuable to have the day to think about planning, how to develop the strategy and who to involve in the process.", John Blackwood, Chief Executive, Scottish Association of Landlords*

*"This workshop gave me time to think about the options, the big picture, what not to do and developing a strategy framework.", Ian Cass, CEO, Forum of Private Business*

*"It was really valuable to explore new and better ways of creating and running our next strategic planning process."*  
*Wendy Jarrett, CEO, Understanding Animal Research*



**NEW**

## Writing member-centric communications

Getting members to pay attention to what you write can be challenging.

This new 90-minute in-house on-line training course will help everyone in your organisation overcome this.

It will highlight how to improve written communications using a variety of practical approaches.

Please email Sue for more information.

## Who Should Attend?

These events are ideal for anyone working in membership, including newcomers.

They are extremely practical and contain fundamental concepts and the latest thinking about membership.

## Venue

- All courses and workshops will take place as webinars online via Zoom.

## Why Attend ?

The sessions are for smaller groups to allow for more interaction

The seminars are presented by Sue Froggatt, who is the UK's most experienced membership trainer. Sue:

- Has delivered over 540 training sessions to a range of delegates - from CEOs to people new to membership
- Has trained in 12 countries around the world including Australia, New Zealand, Canada and throughout Europe
- Is a founder member of the UK Professional Speakers Association, and a national and international conference speaker on membership.



## Would An In-House Seminar Suit You Better?

Any of the seminars can be run in-house on your premises. This is a great way to bring everyone up to the same level of understanding. The result? A more motivated, informed and effective team. Sue has delivered over 95 customised in-house seminars for associations.

Additional topics available include:

- Putting members first: Developing a member-centric culture
- Essential telephone skills for member recruitment and retention
- All about membership - For newcomers to the sector
- Volunteering - How to get your members to volunteer.

## Also From Sue

- Co-author of: 'Managing the Membership Experience'
- Membership industry benchmarking studies
- Consultancy and member research
- Conference speaking
- The facilitation of away-days and strategic planning meetings with the Board or senior staff
- The CleaView membership planning tool and sponsorship asset analysis.



## Sue Froggatt Training & Consulting

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**W: [www.suefroggatt.com](http://www.suefroggatt.com)**

# ORGANISATIONS THAT HAVE ATTENDED THESE SEMINARS

Action for Deafness	Association of Optometrists	British Association of Urological Nurses	British Stainless Steel Association
Actuarial Profession	Association of Planning Supervisors	British Bankers Association	British Sub Aqua Club
Administration Services Limited	Association of Police & Court Interpreters	British Business & General Aviation Association	BSAVA
Advice UK	Association of Professional Staffing Companies	British Cardiovascular Society	British Toilet Association
Age Care	Association of Suppliers to the Furniture Industry	British Chamber of Commerce I EU & Belgium	British Toy & Hobby Association
Age Concern	Association of Taxation Technicians	British Chambers of Commerce	British Turf & Landscape Association
Agricultural Industries Confederation	Association of University Administrators	British Cycling Federation	British Universities Finance Directors Group
Airmic	Association of University Directors of Estates	British Dental Association	British Vehicle Rental & Leasing Association
Airports Council International	Association of Welding Distributors Attend	British Ecological Society	British Venture Capital Association
Alexony Maritime	Australian Business	British Educational Suppliers Association	British Veterinary Association
Alternative Investment Management Association	Authors Licensing & Collecting Society	British Electrotechnical & Allied Mfrs Association	British Water
Alzheimer's Disease International	Automotive Manufacturer's Racing Association	British Equine Veterinary Association	British Wind Energy Association
Alzheimer's Society	Association	British Expertise	British Woodworking Federation
Anaphylaxis Campaign	BCS - The Chartered Institute for IT	British Fire Protection Systems Association	Building Safety Group
Anti Copying in Design	Benenden Healthcare Society	British Franchise Association	Bumblebee Conservation Trust
AOSpine International	Beverage Standards Association	British Fruit Juice Association	Business Community Institute
AOTrauma International	BICSc	British Glass	Business Continuity Institute
Arab-British Chamber of Commerce	Bio Industry Association	British Golf Industry Association	Business in the Community
Army Cadet Force Association	Biochemical Society	British Grooms Association	Business Link for Essex
Art Fund	Bioscience Industry Association	British Hardware Federation	Business Link Hereford & Worcester
Arts Marketing Association	Bioscientifica	British Healthcare Trades Association	Business West
Arts Society	BioVale, c/o BDC	British Holiday & Home Parks Association	Call Centre Association
Asbestos Control & Abatement Division	BirdLife International	British Hospitality Association	Cambridgeshire & Peterborough Association of Local Councils
Association for Child & Adolescent Mental Health	Birmingham Business Link	British In Vitro Diagnostics Association	Campaign for Real Ale
Association for Clinical Biochemistry and Laboratory Medicine	Birmingham Chamber of Commerce & Industry	British Incoming Tour Operators Association	Campaign for Science & Engineering
Association for Coaching UK	Biscuit Cake Chocolate Confectionery Association	British Independent Retailers Association	Campden BRI
Association for Consultancy & Engineering	BM Trada Certification	British Institute for Learning & Development	Camping and Caravanning Club
Association for Graphic Information	BNI	British Institute of Cleaning Science	Canada-UK Chamber of Commerce
Association for Information Management	BOHS - The Chartered Society for Worker Health Protection	British Institute of Facilities Management	Caravan Club
Association for Informational Media & Equipment	Booksellers Association of the UK & Ireland	British Institute of Innkeeping	Career Development Institute
Association for Perioperative Practice	Boundless	British Institute of Interior Design	Catering Equipment Suppliers Association
Association for Physical Education	Bournemouth Symphony Orchestra	British Institute of International and Comparative Law	Cavell Nurses' Trust
Association for Project Management	Bowls Scotland	British Institute of Learning Disabilities	CEDIA
Association for Project Safety	Bradford Chamber of Commerce & Industry	British Institute of Radiology	Central Council of Physical Recreation
Association for the Study Education of Medical Education	Brewing, Food & Beverage Industry Suppliers Association	British Insurance Brokers' Association	Centre for Alternative Technology
Association of Accounting Technicians	British & International Golf Greenkeepers Association	British In Vitro Diagnostic Association	CERAM
Association of Anaesthetists	British Academy of Management	British Library	CFA Institute
Association of Art & Antique Dealers	British Activity Providers Association	British Marine Federation	Chamber Business Enterprises
Association of British Healthcare Industries	British Acupuncture Council	British Medical Acupuncture Society	Chamber of Commerce & Business Link
Association of British Insurers	British Aerosol Manufacturers' Association	British Medical Association	Herefordshire & Worcestershire
Association of Certified Chartered Accountants	British Amusement Catering Trade Ass	British Medical Ultrasound Society	Chamber of Commerce and Industry
Association of Charitable Foundations	British Antique Furniture Restorers Association	British Nuclear Medicine Society	Slovenia
Association of Chartered Certified Accountants	British Association for Counselling & Psychotherapy	British Occupational Hygiene Society	Charity Finance Group
Association of Chief Executives of Voluntary Organisations	British Association for Shooting and Conservation	British Osteopathic Association	Charity Retail Association
Association of Christian Teachers	British Association of Communicators in Business	British Pain Society	CharityComms
Association of Commonwealth Universities	British Association of Dental Nurses	British Parking Association	Chartered Accountants Ireland
Association of Corporate Treasurers	British Association of Domiciliary Care	British Pest Control Association	Chartered Banker
Association of Cycle Traders	British Association of Journalists	British Pharmacological Society	Chartered Global Management Accountants
Association of Electricity Providers	British Association of Landscape Industries	British Polish Chamber of Commerce	Chartered Institute for Archaeologists
Association of Employment & Learning Providers	British Association of Prosthetists and Orthotists	British Ports Association	Chartered Institute for Securities & Investment
Association of Graduate Recruiters	British Association of Removers	British Printing Industries Federation	Chartered Institute of Arbitrators
Association of Graphical Information	British Association of Settlements & Social Action Centres	British Private Equity & Venture Capital Association	Chartered Institute of Bankers in Scotland
Association of Independent Music	British Association of Sport & Exercise Sciences	British Promotional Merchandise Association	Chartered Institute of Building
Association of Interior Specialists		British Property Federation	Chartered Institute of Building
Association of Investment Companies		British Psychological Society	Chartered Institute of Credit Management
Association of Learned & Professional Society Publishers		British Red Cross Society	Chartered Institute of Ecology and Environmental Management
Association of Licensed Multiple Retailers		British Romanian Chamber of Commerce	Chartered Institute of Environmental Health
Association of Manufacturers of Power Generating Systems		British Safety Council	Chartered Institute of Ergonomics & Human Factors
Association of MBA's		British Safety Industry Federation	Chartered Institute of Highways & Transport
Association of Medical Research Charities		British Shops & Stores Association	Chartered Institute of Housing
		British Sign & Graphics Association	Chartered Institute of Internal Auditors
		British Society for Rheumatology	Chartered Institute of Legal Executives
		British Sociological Association	Chartered Institute of Library & Information Professionals

Chartered Institute of Logistics & Transport	Crohn's and Colitis UK	European Foundation Centre	GLPQ Consortium
Chartered Institute of Logistics & Transport in Ireland	CTC - National Cyclist's Organisation	European Language Industry Association	GMB Trade Union
Chartered Institute of Management Accountants	Cumbria Tourism	European Mortgage Federation	Golf Club Managers' Association
Chartered Institute of Marketing	Custom Electronic Design and Installation Association	European Process Safety Centre	Good Salon Guide
Chartered Institute of Patent Agents	CYFLE	European Regions Airline Association	Goodform
Chartered Institute of Payroll Professionals	D&AD	European Sales & Marketing Association	Grain & Feed Trade Association
Chartered Institute of Personnel Development	Dance UK	European Society for Medical Oncology	Great Ormond Street Hospital Children's Charity
Chartered Institute of Public Finance & Accountancy	Daycare Trust	European Society for Organ Transplantation	Great Western Hospitals NHS Trust
Chartered Institute of Purchasing & Supply	Defence Manufacturing Association	European Society for Paediatric Endocrinology	Greater Manchester Chamber of Commerce
Chartered Institution of Building Services Engineers	Design & Technology Association	European Society for Sports Traumatology, Knee Surgery and Arthroscopy	Group RCI
Chartered Institution of Highways & Transportation	Design and Artists Copywrite Society	European Society of Surgical Oncology	GS1 Ireland
Chartered Institution of Wastes Management	Design Business Association	European Society of Wind Energy Association	GTMC - The voice of business travel
Chartered Insurance Institute	Development Trusts Association	Eurosite	Guild of Fine Food
Chartered Management Institute	Devon Association of Local Councils	Evangelical Alliance	Guild of Master Craftsmen
Chartered Quality Institute	Dignity in Dying	Expert Witness Institute	Haemophilia Society
Chartered Society of Physiotherapy	Diplomatic Service Families Association	Faculty of General Dental Practice	Hailsham Chambers
Chartergroup	Disabled Living Centres Council	Faculty of Public Health	Hampshire & Isle of Wight Wildlife Trust
Chemical Business Association	Dorset Association of Local Councils	Faculty of Sexual and Reproductive Healthcare	Hampshire Association of Local Councils
Chester Chamber of Commerce	DrugScope	Families Need Fathers	Head Food Manufacturers' Association
Chester Zoo	DSDM Consortium	Faraday Centre for Retail Excellence	Healthcare Financial Management Association
Chief Fire Officers' Association	Dublin Chamber of Commerce	Federation Against Software Theft	Heating & Hot Water Industry Council
Child Poverty Action Group	Dublin Tourism Centre	Federation of Belgian Chambers of Commerce	Help the Hospices
CHS Alliance	EADV	Federation of Communication Services	Helplines Partnership
Cinema & Television Benevolent Fund	EANS	Federation of Engine Re-Manufacturers	Hertfordshire Association of Local Councils
CISI	Eating Disorders Association	Federation of Holistic Therapists	Hertfordshire Care Providers Association
City & Guilds	EAUC	Federation of Master Builders	Herts & Middlesex Wildlife Trust
CityCo	EDANA	Federation of Plasterers & Drywall Contractors	Higher Education Strategic Planners Association
Citywide Women's Consortium	Edgbaston Priory Club	Federation of Small Businesses	Hire Association Europe
Clonmel Chamber of Commerce	Edinburgh Chamber of Commerce	Federation of Sports and Play	Historic Scotland
COBCOE	Educational Institute of Scotland	Fencing Contractors Association	Historical Association
Coeliac UK	EEMUA	Fieldwork Education	Honourable Society of Gray's Inn
Cogent Skills	Electrical Distributors' Association	Film Distributors' Association	Honourable Society of Lincoln's Inn
College of Chiropractors	Emerging Payments Association	Finance, Credit & International Business Association	Horticultural Trades Association
College of Occupational Therapists	Employee Ownership Association	Fine Art Trade Guild	HOSPA
College of Optometrists	Employment Related Services Association	Finishes & Interiors Sector	Hospitality Action
College of Policing	Energy & Utilities Alliance	Finnish-British Chamber of Commerce	Hospitality Guild
College of Social Work	Energy Industries Council	Fire Industry Association	Hotel & Catering International Management Association
Commission for Patient & Public Involvement in Health	Energy Institute	Fire Officers' Association	HouseMark
Community Development Exchange	Engage, the National Association for Gallery Education	Fire Protection Association	HR Society
Composites UK	Engineering Employers Federation	Fitness Industry Association	Human Systems International
CompTIA.org	Engineering Equipment & Materials Users Association	Food & Drink Forum	Hurlingham Club
Confederation of British Metalforming Connect	Engineers Ireland	Forensic Science Society	IABM - Representing Broadcast and Media Technology
Constructing Excellence	England Rugby Supporters Club	Forestry Commission	ICOM Energy Association
Construction Employers Federation	English Association	Forum of Private Business	ICSA - The Governance Institute
Construction Industry Research & Information Association	English UK	Fostering Network	IEMA
Consumer Credit Trade Association	ENT UK	Foundation Trust Network	IFFO - The Marine Ingredients Organisation
Convenience Stores & Newsagents Ass	Entrepreneurs Forum	Freight Transport Association	IGD
Co-operatives UK	Environmental Association for Universities and Colleges	Freshwater Biological Association	Immediate Media Co
Cork Chamber of Commerce	Epilepsy Action	Friends of the Royal Academy	Immigration Law Practitioners' Association
Council for Administration	Equity Release Council	Friends of Westonbirt Arboretum	IMPA ACT
Council of Mortgage Lenders	Ergonomics Society	FSRH	Incorporated Society of British Advertisers
Country Land and Business Association	ESOMAR	Galapagos Conservation Trust	Incorporated Society of Musicians
Country Lane & Business Association	ESOT	Galvanizers Association	Independent Automotive Aftermarket Federation
Countryside Alliance	ESTRO aisbl	GAMBICA	Independent Healthcare Advisory Services
County Kildare Failte	Euclid Network	Game Conservatory Trust	Independent Schools' Bursars Association
Coventry & Warwickshire Chamber of Commerce	European Academy of Dermatology and Venereology	Garage Equipment Association	Independent Theatre Council
Craft Bakers Association	European American Taxation Institute	Garden Organic	Industrial Commercial Energy Association
Craighead Institute	European Association for Cancer Research	Gauge & Toolmakers Association	Industry Research & Development Group
Credit Services Association	European Association for International Education	Geological Society	Insol International
Crisis	European Association of Neurosurgical Societies	Giftware Association	Institute and Faculty of Actuaries
	European Competitive Teleco Association	Girlguiding UK	Institute for Archaeologists
	European Direct Selling Association	Glasgow City Marketing Bureau	Institute for Family Business
	European Federation of National Engineering Associations	Glass & Glazing Federation	Institute for Learning
			Institute for Manufacturing

Institute for Occupational Ergonomics	Institute of Water Officers	Association	Meetings Industry Association
Institute of Accounting Technicians	Institution of Chemical Engineers	Irish in Britain	MemberWise
Institute of Acoustics	Institution of Civil Engineers	Irish Institute of Chartered Physiotherapists	MemNet
Institute of Actuaries	Institution of Diagnostic Engineers	Irish Institute of Credit Management	Mencap
Institute of Administrative Management	Institution of Engineering & Technology	Irish Institute of Purchasing & Materials	Meniere's Society
Institute of Advanced Motorists	Institution of Fire Engineers	Management	Mensa
Institute of Auditors	Institution of Gas Engineers & Managers	Irish National Teachers' Organisation	Metal Trades Association
Institute of Biology	Institution of Highways & Transportation	Irish Nurses & Midwives' Organisation	Metropolitan Police
Institute of Biomedical Sciences	Institution of Incorporated Engineers	Irish Pharmacy Union	Microbiology Society
Institute of Business Advisers	Institution of Lighting Professionals	Irish Quality Centre	Midlands Probation Training Consortium
Institute of Career Guidance	Institution of Materials Minerals & Mining	Irish Retail Newsagents Association	Milton Keynes & North Buckingham
Institute of Cast Metals	Institution of Mechanical Engineers	Irish Society of Chartered Physiotherapists	Chamber of Commerce
Institute of Certified Public Accountants	Institution of Occupational Safety & Health	IRLA	Mind
Institute of Certified Public Accountants in Ireland	Institution of Railway Operators	ISBA (British Advertisers)	Minor Metals Trade Association
Institute of Chartered Accountants in England and Wales	Institution of Structural Engineers	ISSI Fellowship in the UK	Mosaic Events
Institute of Chartered Foresters	Instructus	IWM Business Services	Motor Cycle Industry Association
Institute of Clinical Research	Insurance & Reinsurance Legacy	Kennel Club	Motor Neurone Disease Association
Institute of Contemporary Arts	Association	Kent Association of Local Councils	Motor Ombudsman
Institute of Credit Management	Insurance Institute of London	Kent Wildlife Trust	Motor Sports Association
Institute of Customer Service	Insurance Ireland	Kew Foundation	Motorsports Industry Association
Institute of Direct & Digital Marketing	Intellect	Key Support Services	Mounted Games Association
Institute of Directors	Intensive Care Society	Kingston Chamber of Commerce	Moving Image Society
Institute of Directors in Ireland	International AIDS Society	Lancashire & Blackpool Tourist Board	Music Industries Association
Institute of Engineering & Technology	International Artist Managers' Association	Lancashire Wildlife Trust	MUTA
Institute of Environmental Management and Assessment	International Association of Book-Keepers	Landlord Accreditation Scotland	NAFEMS
Institute of Ergonomic & Human Factors	International Association of Broadcasting	Landscape Institute	National Association for Able & Gifted Children
Institute of Financial Accountants	Manufacturers	Law Society	National Association for Able Children in Education
Institute of Financial Services	International Association of Teachers of English as a Foreign Language	Law Society of Ireland	National Association for Primary Education
Institute of Food Science & Technology	International Bar Association	LawWorks	National Association for Special Educational Needs
Institute of Fundraising	International Bunker Industry Association	Learning Through landscapes	National Association of British & Irish Millers
Institute of Groundsmanship	International Classification Media Association	Leicestershire & Rutland Association of Local Councils	National Association of Co-operative Officials
Institute of Health Records & Information Management	International Coach Federation	Leicestershire Fire & Rescue Service	National Association of Decorative & Fine Arts Societies
Institute of Healthcare Engineering & Estate Management	International Compliance Association	Liberty	National Association of Estate Agents
Institute of Horticulture	International Corporate Governance Network	LIFE	National Association of Goldsmiths
Institute of Internal Auditors	International Council of Shopping Centres (Europe)	Life Insurance Association	National Association of Head Teachers
Institute of Leadership & Management	International Council of Voluntary Agencies	Liverpool Business Association	National Association of Hospital & Community Friends
Institute of Legacy Management	International Fishmeal & Fish Oil Organisation	Liverpool Chamber of Commerce	National Association of Local Councils
Institute of Legal Executives	International Powered Access Federation	Locality	National Association of Master Bakers
Institute of Legal Finance & Management	International Projects Finance Association	Lodge Park Netball Club	National Association of Pension Funds
Institute of Linguists	International Society for Horticultural Science	London Chamber of Commerce & Industry	National Association of Primary Care
Institute of Marine Engineering, Science & Technology	International Society of Endocrinology	London Library	National Association of Round Tables
Institute of Mathematics & its Applications	International Society of Nephrology	London Wildlife Trust	National Association of Schoolmasters
Institute of Measurement & Control	International Underwriting Association	London Work Based Learning Alliance	Union of Women Teachers
Institute of Motor Industry	International Union Against Tuberculosis & Lung Disease (Union)	Londonwide LMCs	National Association of Toy & Leisure Libraries
Institute of Optimum Nutrition	International Union of Aerospace Insurers	Long Term Conditions Alliance	National Autistic Society
Institute of Payroll & Pensions Management	International Union of Aviation Insurers	Low Carbon Vehicle Partnership	National Business Travel Network
Institute of Physics	International Water Association	Lucideon	National Childbirth Trust
Institute of Physics & Engineering in Medicine	International Wire & Machinery Association	Lymphoma Association	National Childminding Association
Institute of Practitioners in Advertising	International Wool Textile Organisation	Macular Society	National Children's Bureau
Institute of Public Administration	Internet Advertising Bureau	Magistrates' Association	National Council for Training of Journalists
Institute of Public Finance	Internet Society	Major Energy Users' Council	National Council for Voluntary Organisations
Institute of Public Relations	Investment Property Forum	Major Projects Association	National Council of One Parent Families
Institute of Quality Assurance	Investor in Customers	Making Music	National Day Nurseries Association
Institute of Quarrying	Investor Relations Society	Management Consultancies Association	National Family & Parenting Institute
Institute of Risk Management	IOSH	Manufacturers' Agents' Association	National Farmers Union
Institute of Sales & Marketing Management	IPSE - The Association of Independent Professionals & The Self Employed	Marie Curie Cancer Care	National Federation of Meat & Food Traders
Institute of Sales Promotion	Ipswich Institute	Marine & Sea Cadets Society	National Federation of Retail Newsagents
Institute of Technology	Irish Association of Pension Funds	Maritime London	National Federation of Roofing Contractors
Institute of the Motor Industry	Irish Business Employers Confederation	Market Research Society	National Federation of Sub Postmasters
Institute of Trade Mark Attorneys	Irish Computer Society	Marketing Institute of Ireland	National Federation of Women's Institutes
Institute of Translation and Interpreting	Irish Dental Association	Marketing Manchester	National Hairdressers' Federation
Institute of Travel & Tourism	Irish Hardware & Building Materials	Marketing Society	
		Mechanical & Metal Trades Confederation	
		Medical & Dental Defence Union of Scotland	
		Medical Foundation for the Care of Victims of Torture	
		Medical Protection Society	
		Medway NHS Foundation Trust	



National Landlords Association	PPA Scotland	Scientists for Global Responsibility	Stationers & Newspaper Makers Company
National Osteoporosis Society	PraxisUnico	Scotland's Electrical Trade Association	Strathclyde Police Federation
National Outsourcing Association	PRI Association	Scottish & Northern Ireland Plumbing	Stroke Alliance for Europe
National Pharmacy Association	Producers Alliance for Cinema & Television	Employers' Federation	Suffolk Association of Local Councils
National Rheumatoid Arthritis Society	Professional Speakers Association	Scottish Association of Landlords	Suffolk Chamber of Commerce
National Rifle Association	Proprietary Association of Great Britain	Scottish Council for Development & Industry	Suffolk GP Services
National Sheep Association	PSHE Association	Scottish Council for Voluntary Organisations	Suffolk Wildlife Trust
National Skills Academy for Social Care	PTA-UK	Scottish Federation Housing Association	Surface Engineering Association
National Society of Allied & Independent Funeral Directors	Public Chairs' Forum	Scottish Hockey Union	Surrey Law Society
National Specialist Contractors' Council	Quilters' Guild	Scottish Rural Property & Business Association	Swedish Chamber of Commerce
National Trainers Federation	Racehorse Owners Association	Scottish Wildlife Trust	Tamba - Twins & Multiple Births Association
National Trust/Fit for the Future	Radio Society of Great Britain	Scout Association	TEAM UK
National Union of Marine, Aviation & Shipping Transport Officers	RAF Association	Security Institute	techUK
National Union of Teachers	Railway Industry Association	Security Institute of Ireland	Tennis England
National Voices	Ramblers' Association	Seldia, the European Direct Selling Association	Thames Valley Chamber of Commerce
National Women's Register	RCI Europe	Service Desk Institute Europe	Thermal Insulation Contractors Association
Nationwide Caterers Association	Recruitment & Employment Confederation	Services Network (NE)	Timber Research & Development Association
Nautical Institute	Regional Studies Association	Services, Industrial, Professional & Technical Union	TPAS
NE Chamber of Commerce	Renewable Energy Association	Servite Housing Association	Transform Work UK
NetCompanies	RenewableUK	Sheffield Chamber of Commerce & Industry	Transport 2000
Network Golf	Residential landlords Association	Shiatsu Society	Travel Association
NHS Alliance	Resolution	Shopshire Association of Local Councils	UACES
NHS Confederation	Results UK	SIBA - The Voice of British Brewing	UITP
NOF Energy	Retail Training Consultancy	Sight Care Group	UK Chamber of Shipping
Norfolk Association of Local Councils	RGDATA	Ski Club of Great Britain	UK Green Building Council
North & Western Chamber of Commerce	Road Haulage Association	SkillsActive	UK Homecare Association
North Derbyshire Chamber of Commerce & Industry	Roehampton Club	SLC Lawyers' Services	UK Oracle User Group
North East Chamber of Commerce	Rotary	Social Enterprise Coalition	UK Post & Services
North West Aerospace Alliance	Royal Academy of Dance	Societe European de Cardiologie	UK Quality Ash Association
Northamptonshire Chamber of Commerce	Royal Aeronautical Society	Society Chemical Industry	UK Science Park Association
Northants Association of Local Councils	Royal Agricultural Society of England	Society for All Artists	UK Trades Confederation
Northumberland Wildlife Trust	Royal Air Forces Association	Society for Applied Biology	UK Warehousing Association
NSI Technology	Royal Bath & West of England Society	Society for Applied Microbiology	UKINBOUND.ORG
Nuclear Institute	Royal British Legion	Society for Endocrinology	UKLPG - The trade association for the LPG industry
Nutrition Society	Royal College of Chiropractors	Society for Experimental Biology	Ulster Farmers' Union
OBN	Royal College of Emergency Medicine	Society for General Microbiology	Understanding Animal Research
Oddfellows	Royal College of General Practitioners	Society for Local Council Clerks	Union of Finance Staff
Offshore Contractors Association	Royal College of GPs	Society of Authors	Unite - The Union
Oil & Gas UK	Royal College of Midwives	Society of Biology	Universities & Colleges Employers Association
Ombudsman Association	Royal College of Nursing	Society of College of Radiographers	Universities UK
Operational Research Society	Royal College of Obstetricians and Gynaecologists	Society of Dyers & Colourists	University Association for Contemporary European Studies
Organisation for Prof in Regulatory Affairs	Royal College of Physicians & Surgeons	Society of Homeopaths	University of Worcester
Palestine Solidarity Campaign	Royal College of Physicians and Surgeons of Glasgow	Society of Incentive & Travel Executives	Vegetarian Society
Parkinson Disease Society	Royal College of Physicians of Ireland	Society of Industrial Emergency Safety Officers	Vision Homes Association
Parkinson's UK	Royal College of Surgeons of England	Society of Legal Council Clerks	Visit Chester
Pensions and Lifetime Savings Association	Royal Economic Society	Society of Licensed Victuallers	Visit York
Pensions Management Institute	Royal Forestry Society	Society of Local Authority Chief Executives	Wandsworth Chamber of Commerce
Periodical Publishers Association	Royal Institute of British Architects	Society of Local Council Clerks	Wessex Chambers
Permanent Way Institution	Royal Institute of International Affairs	Society of Occupational Medicine	West & North Yorkshire Chamber of Commerce
Personal Group	Royal Institution of Chartered Surveyors	Society of Operations Engineers	Westminster Abbey
Personal Social Health & Economic Education Association	Royal Metrological Society	Society of Orthopaedic Medicine	Whitehall & Industry Group
Phone Co-op Limited	Royal Microscopical Society	Society of Petroleum Engineers	Wildfowl & Wetlands Trust
Photo Marketing Association International	Royal National Institute for the Blind	Society of Teachers of the Alexander Technique	Wiltshire Association of Local Councils
Physical Education Association	Royal Pharmaceutical Society	Society of Trust & Estate Practitioners	Wiltshire Wildlife Trust
Physio First	Royal Photographic Society	Solihull Chamber of Commerce	Wine & Spirit Trade Association
Physiological Society	Royal Society for Public Health	SPICE UK	Women in Film & TV
PLASA	Royal Society for the Prevention of Accidents	Spiritualists' National Union	Woodland Trust
Plumbing Pensions	Royal Society for the Protection of Birds	Sport and Recreation Alliance	World Confederation for Physical Therapy
Plunkett Foundation	Royal Society of Chemistry	Sports Industries Federation	World Petroleum Council
Plymouth Chamber of Commerce & Industry	Royal Society of Chemistry	Spotlight	Zoological Society of London
Police Superintendents' Association	Royal Statistical Society	St. Helens Chamber of Commerce	
Political Studies Association	Royal Town Planning Institute	Staffordshire Chambers of Commerce	
Polymer Machinery Mfrs & Distributors Ass	Royal Yachting Association	STAT	
Pony Club	Samaritans		
POPAI UK & Ireland	SATRA		
Portland Press	Save British Science Society		
	SBGi Utility Networks		
	School Library Association		
	SCI - Society of Chemical Industry		

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

**1 Member Recruitment Strategies And Tactics**

☐ Tuesday 12th October 2021

☐ Tuesday 15th March 2022

**2 Member Retention Strategies And Tactics**

☐ Wednesday 13th October 2021

☐ Wednesday 16th March 2022

**3 Communicating The Value Of Membership**

☐ Thursday 14th October 2021

☐ Thursday 17th March 2022

**4 Managing The Membership Experience**

☐ Tuesday 19th October 2021

☐ Tuesday 22nd March 2022

**5 Developing Your Strategic Plan**

☐ Wednesday 20th October 2021

☐ Wednesday 23rd March 2022

DELEGATE 1 ..... POSITION ..... EVENT No .....

DELEGATE 2 ..... POSITION ..... EVENT No .....

DELEGATE 3 (FREE)..... POSITION ..... EVENT No .....

ORGANISATION .....

ADDRESS.....

PHONE ..... EMAIL..... MOBILE.....

BOOKED BY ..... DATE.....

- **£295** +VAT per delegate. **Special 3 for 2 offer—book 2 places and get a 3rd place free!**
- Timing: All events start at 9.15am and finish at 4.15pm.
- Dress: Smart casual.
- On receipt of your booking an invoice with confirmation of your booking and joining instructions are sent to you via email. All fees must be paid for in advance by direct debit, cheque, credit card or PayPal. Cancellations must be received in writing 30 days in advance of the course date. All fees are forfeited thereafter, however substitutions can be made.

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