SEMINARS & WORKSHOPS

For Membership Associations

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

£295
+VAT per delegate

3 for 2 offer

Book 3 places and the 3rd place is free!

March & October 2021

Sue Froggatt
Training & Consultancy

The UK's Leading & Most Experienced Membership Training Provider

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

6. Future Trends Affecting Membership Associations
Learn what we need to prepare for - vital research for strategic planning

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.

Thursday 8th April 2021 ***- extra date***
Tuesday 12th October 2021

"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 17th March 2021**~~ ***- Now full***
Wednesday 13th October 2021

"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 18th March 2021~~ *-- Now full*

Thursday 14th October 2021

"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 your 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 23rd March 2021~~ *- Now full*

Tuesday 19th October 2021

"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 24th March 2021
Wednesday 20th October 2021

"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

If you are interested in attending Session 5 you will also find Session 6 very useful.

6. Future Trends Affecting Membership Associations

The drivers of change impacting on associations

In this session you will discover the opportunities and threats on the horizon that will affect membership associations over the next 5-10 years.

The day will enable you to find opportunities, plan the best possible future for your organisation and develop strategic insight.

You will learn:

- The key trends on the horizon and how they will affect your organisation, your members and your sector
- How membership is changing, including:
  - The new membership models emerging
  - The shake-up in learning and events
  - The profile of members and how socialising is being reshaped
  - The changes in power, politics, influence and trust
- The leading resources available - save a huge amount of time and click straight through to best web sites and reports
- How to feedback on the trends that most interest you
- How to integrate these into your strategy process
- How to use this as an opportunity to engage members and staff in thinking about the forces of change
- How to justify to your organisation why they need to invest in this vital task
- How to leverage your findings to add value for members and raise your profile in the sector, particularly with key stakeholders.

Thursday 25th March 2021
Thursday 21st October 2021

"An excellent training day.", Brian Berry, CEO, Federation of Master Builders

"Great content and group discussion.", Tajinder Panesor, Head of Member Services, Institute of Physics

"The workshop gave a thorough review of the trends and some practical next steps on how to progress.", Aisling Burnand, CEO, Association of Medical Research Charities

"A great seminar - very action driven and a great thought starter. The trend overview and how membership is affected was really useful.", Faye Huggett, Head of Acquisition and Retention, Boundless

"I came away with lots of ideas, and the resources were also fantastic and will help me open up conversations to help get us going.", Louise Tyrrell, Membership Manager, CILEx

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.

Sue can also develop and incorporate bespoke sections to suit your specific needs.

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

Organisations That Have Attended These Seminars

Action for Deafness
Actuarial Profession
Administration Services Limited
Advice UK
Age Care
Age Concern
Agricultural Industries Confederation
Airmic
Airports Council International
Alexony Maritime
Alternative Investment Management Association
Alzheimer's Disease International
Alzheimer's Society
Anaphylaxis Campaign
Anti Copying in Design
AOSpine International
AOTrauma International
Arab-British Chamber of Commerce
Army Cadet Force Association
Art Fund
Arts Marketing Association
Arts Society
Asbestos Control & Abatement Division
Association for Child & Adolescent Mental Health
Association for Clinical Biochemistry and Laboratory Medicine
Association for Coaching UK
Association for Consultancy & Engineering
Association for Graphic Information
Association for Information Management
Association for Informational Media & Equipment
Association for Perioperative Practice
Association for Physical Education
Association for Project Management
Association for Project Safety
Association of Accounting Technicians
Association of Anaesthetists
Association of Art & Antique Dealers
Association of British Healthcare Industries
Association of British Insurers
Association of Certified Chartered Accountants
Association of Charitable Foundations
Association of Chartered Certified Accountants
Association of Chief Executives of Voluntary Organisations
Association of Christian Teachers
Association of Commonwealth Universities
Association of Corporate Treasurers
Association of Cycle Traders
Association of Electricity Providers
Association of Employment & Learning 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 Licensed Multiple Retailers
Association of Manufacturers of Power Generating Systems
Association of MBA's
Association of Medical Research Charities
Association of Optometrists
Association of Planning Supervisors
Association of Police & Court Interpreters
Association of Professional Staffing Companies
Association of Suppliers to the Furniture Industry
Association of Taxation Technicians
Association of University Administrators
Association of University Directors of Estates
Association of Welding Distributors
Attend
Australian Business
Authors Licensing & Collecting Society
Automotive Manufacturer's Racing Association
BCS - The Chartered Institute for IT
Benenden Healthcare Society
Beverage Standards Association
BICSc
Bio Industry Association
Biochemical Society
Bioscience Industry Association
Bioscientifica
BioVale, c/o BDC
BirdLife International
Birmingham Business Link
Birmingham Chamber of Commerce & Industry
Biscuit Cake Chocolate Confectionery Association
BM Trada Certification
BNI
BOHS - The Chartered Society for Worker Health Protection
Booksellers Association of the UK & Ireland
Boundless
Bournemouth Symphony Orchestra
Bowls Scotland
Bradford Chamber of Commerce & Industry
Brewing, Food & Beverage Industry Suppliers Association
British & International Golf Greenkeepers Association
British Academy of Management
British Activity Providers Association
British Acupuncture Council
British Aerosol Manufacturers' Association
British Amusement Catering Trade Ass
British Antique Furniture Restorers Association
British Association for Counselling & Psychotherapy
British Association for Shooting and Conservation
British Association of Communicators in Business
British Association of Dental Nurses
British Association of Domiciliary Care
British Association of Journalists
British Association of Landscape Industries
British Association of Removers
British Association of Settlements & Social Action Centres
British Association of Snowsport Instructors
British Association of Sport & Exercise Sciences
British Association of Urological Nurses
British Bankers Association
British Business & General Aviation Association
British Cardiovascular Society
British Chamber of Commerce I EU & Belgium
British Chambers of Commerce
British Cycling Federation
British Dental Association
British Ecological Society
British Educational Suppliers Association
British Electrotechnical & Allied Mfrs Association
British Equine Veterinary Association
British Expertise
British Fire Protection Systems Association
British Franchise Association
British Fruit Juice Association
British Glass
British Golf Industry Association
British Grooms Association
British Hardware Federation
British Healthcare Trades Association
British Holiday & Home Parks Association
British Hospitality Association
British In Vitro Diagnostics Association
British Incoming Tour Operators Association
British Independent Retailers Association
British Institute for Learning & Development
British Institute of Cleaning Science
British Institute of Facilities Management
British Institute of Innkeeping
British Institute of Interior Design
British Institute of International and Comparative Law
British Institute of Learning Disabilities
British Institute of Radiology
British Insurance Brokers' Association
British Library
British Marine Federation
British Medical Acupuncture Society
British Medical Association
British Medical Ultrasound Society
British Nuclear Medicine Society
British Occupational Hygiene Society
British Osteopathic Association
British Pain Society
British Parking Association
British Pest Control Association
British Pharmacological Society
British Polish Chamber of Commerce
British Ports Association
British Printing Industries Federation
British Private Equity & Venture Capital Association
British Promotional Merchandise Association
British Property Federation
British Psychological Society
British Red Cross Society
British Romanian Chamber of Commerce
British Safety Council
British Safety Industry Federation
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 Toy & Hobby Association
British Turf & Landscape Association
British Universities Finance Directors Group
British Vehicle Rental & Leasing Association
British Venture Capital Association
British Veterinary Association
British Water
British Wind Energy Association
British Woodworking Federation
Building Safety Group
Bumblebee Conservation Trust
Business Community Institute
Business Continuity Institute
Business in the Community
Business Link for Essex
Business Link Hereford & Worcester
Business West
Call Centre Association
Cambridgeshire & Peterborough Association of Local Councils
Campaign for Real Ale
Campaign for Science & Engineering
Campden BRI
Camping and Caravanning Club
Canada-UK Chamber of Commerce
Caravan Club
Career Development Institute
Catering Equipment Suppliers Association
Cavell Nurses' Trust
CEDIA
Central Council of Physical Recreation
Centre for Alternative Technology
CERAM
CFA Institute
Chamber Business Enterprises
Chamber of Commerce & Business Link Herefordshire & Worcestershire
Chamber of Commerce and Industry Slovenia
Charity Finance Group
Charity Retail Association
CharityComms
Chartered Accountants Ireland
Chartered Banker
Chartered Global Management Accountants
Chartered Institute for Archaeologists
Chartered Institute for Securities & Investment
Chartered Institute of Arbitrators
Chartered Institute of Bankers in Scotland
Chartered Institute of Building
Chartered Institute of Credit Management
Chartered Institute of Ecology and Environmental Management
Chartered Institute of Environmental Health
Chartered Institute of Ergonomics & Human Factors
Chartered Institute of Highways & Transport
Chartered Institute of Housing
Chartered Institute of Internal Auditors
Chartered Institute of Legal Executives
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 Payroll Professionals
Chartered Institute of Personnel Development
Chartered Institute of Public Finance & Accountancy
Chartered Institute of Purchasing & Supply
Chartered Institution of Building Services Engineers
Chartered Institution of Highways & Transportation
Chartered Institution of Wastes Management
Chartered Insurance Institute
Chartered Management Institute
Chartered Quality Institute
Chartered Society of Physiotherapy
Chartergroup
Chemical Business Association
Chester Chamber of Commerce
Chester Zoo
Chief Fire Officers' Association
Child Poverty Action Group
CHS Alliance
Cinema & Television Benevolent Fund
CISI
City & Guilds
CityCo
Citywide Women's Consortium
Clonmel Chamber of Commerce
COBCOE
Coeliac UK
Cogent Skills
College of Chiropractors
College of Occupational Therapists
College of Optometrists
College of Policing
College of Social Work
Commission for Patient & Public Involvement in Health
Community Development Exchange
Composites UK
CompTIA.org
Confederation of British Metalforming
Connect
Constructing Excellence
Construction Employers Federation
Construction Industry Research & Information Association
Consumer Credit Trade Association
Convenience Stores & Newsagents Ass
Co-operatives UK
Cork Chamber of Commerce
Council for Administration
Council of Mortgage Lenders
Country Land and Business Association
Country Lane & Business Association
Countryside Alliance
County Kildare Failte
Coventry & Warwickshire Chamber of Commerce
Craft Bakers Association
Craighead Institute
Credit Services Association
Crisis
Crohn's and Colitis UK
CTC - National Cyclist's Organisation
Cumbria Tourism
Custom Electronic Design and Installation Association
CYFLE
D&AD
Dance UK
Daycare Trust
Defence Manufacturing Association
Design & Technology Association
Design and Artists Copywrite Society
Design Business Association
Development Trusts Association
Devon Association of Local Councils
Dignity in Dying
Diplomatic Service Families Association
Disabled Living Centres Council
Dorset Association of Local Councils
DrugScope
DSDM Consortium
Dublin Chamber of Commerce
Dublin Tourism Centre
EADV
EANS
Eating Disorders Association
EAUC
EDANA
Edgbaston Priory Club
Edinburgh Chamber of Commerce
Educational Institute of Scotland
EEMUA
Electrical Distributors' Association
Emerging Payments Association
Employee Ownership Association
Employment Related Services Association
Energy & Utilities Alliance
Energy Industries Council
Energy Institute
Engage, the National Association for Gallery Education
Engineering Employers Federation
Engineering Equipment & Materials Users Association
Engineers Ireland
England Rugby Supporters Club
English Association
English UK
ENT UK
Entrepreneurs Forum
Environmental Association for Universities and Colleges
Epilepsy Action
Equity Release Council
Ergonomics Society
ESOMAR
ESOT
ESTRO aisbl
Euclid Network
European Academy of Dermatology and Venereology
European American Taxation Institute
European Association for Cancer Research
European Association for International Education
European Association of Neurosurgical Societies
European Competitive Teleco Association
European Direct Selling Association
European Federation of National Engineering Associations
European Foundation Centre
European Language Industry Association
European Mortgage Federation
European Process Safety Centre
European Regions Airline Association
European Sales & Marketing Association
European Society for Medical Oncology
European Society for Organ Transplantation
European Society for Paediatric Endocrinology
European Society for Sports Traumatology, Knee Surgery and Arthroscopy
European Society of Surgical Oncology
European Tourism Association
European Wind Energy Association
Eurosite
Evangelical Alliance
Expert Witness Institute
Faculty of General Dental Practice
Faculty of Public Health
Faculty of Sexual and Reproductive Healthcare
Families Need Fathers
Faraday Centre for Retail Excellence
Federation Against Software Theft
Federation of Belgian Chambers of Commerce
Federation of Communication Services
Federation of Engine Re-Manufacturers
Federation of Holistic Therapists
Federation of Master Builders
Federation of Plasterers & Drywall Contractors
Federation of Small Businesses
Federation of Sports and Play
Fencing Contractors Association
Fieldwork Education
Film Distributors' Association
Finance, Credit & International Business Association
Fine Art Trade Guild
Finishes & Interiors Sector
Finnish-British Chamber of Commerce
Fire Industry Association
Fire Officers' Association
Fire Protection Association
Fitness Industry Association
Food & Drink Forum
Forensic Science Society
Forestry Commission
Forum of Private Business
Fostering Network
Foundation Trust Network
Freight Transport Association
Freshwater Biological Association
Friends of the Royal Academy
Friends of Westonbirt Arboretum
FSRH
Galapagos Conservation Trust
Galvanizers Association
GAMBICA
Game Conservatory Trust
Garage Equipment Association
Garden Organic
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
Goodform
Grain & Feed Trade Association
Great Ormond Street Hospital Children's Charity
Great Western Hospitals NHS Trust
Greater Manchester Chamber of Commerce Group RCI
GTMC - The voice of business travel
Guild of Fine Food
Guild of Master Craftsmen
Haemophilia Society
Hailsham Chambers
Hampshire & Isle of Wight Wildlife Trust
Hampshire Association of Local Councils
Head Food Manufacturers' Association
Healthcare Financial Management Association
Heating & Hot Water Industry Council
Help the Hospices
Helplines Partnership
Hertfordshire Association of Local Councils
Hertfordshire Care Providers Association
Herts & Middlesex Wildlife Trust
Higher Education Strategic Planners Association
Hire Association Europe
Historic Scotland
Historical Association
Honourable Society of Gray's Inn
Honourable Society of Lincoln's Inn
Horticultural Trades Association
HOSPA
Hospitality Action
Hospitality Guild
Hotel & Catering International Management Association
HouseMark
HR Society
Human Systems International
Hurlingham Club
IABM - Representing Broadcast and Media Technology
ICOM Energy Association
ICSA - The Governance Institute
IEMA
IFFO - The Marine Ingredients Organisation
IGD
Immediate Media Co
Immigration Law Practioners' Association
IMPA ACT
Incorporated Society of British Advertisers
Incorporated Society of Musicians
Independent Automotive Aftermarket Federation
Independent Healthcare Advisory Services
Independent Schools' Bursars Association
Independent Theatre Council
Industrial Commercial Energy Association
Industry Research & Development Group
Insol International
Institute and Faculty of Actuaries
Institute for Archaeologists
Institute for Family Business
Institute for Learning
Institute for Manufacturing
Institute for Occupational Ergonomics
Institute of Accounting Technicians
Institute of Acoustics
Institute of Actuaries
Institute of Administrative Management
Institute of Advanced Motorists
Institute of Auditors
Institute of Biology

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

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

BOOKING FORM
OR BOOK ONLINE AT
www.suefroggatt.com

Please book place(s) on the following events:

1 Member Recruitment Strategies And Tactics

❑ Thursday 8th April 2021 – *extra date*
❑ Tuesday 12th October 2021

2 Member Retention Strategies And Tactics

❑ ~~Wednesday 17th March 2021~~ – *full*
❑ Wednesday 13th October 2021

3 Communicating The Value Of Membership

❑ ~~Thursday 18th March 2021~~ – *full*
❑ Thursday 14th October 2021

4 Managing The Membership Experience

❑ ~~Tuesday 23rd March 2021~~ – *full*
❑ Tuesday 19th October 2021

5 Developing Your Strategic Plan

❑ Wednesday 24th March 2021
❑ Wednesday 20th October 2021

6 Future Trends Affecting Membership Associations

❑ Thursday 25th March 2021
❑ Thursday 21st October 2021

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.

Sue Froggatt Training & Consulting

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