

dots and t's

Compleat monthly magazine for event and association membership people, that excel by bringing communities of like-minded individuals together

APRIL TOP TIP

Growing your Membership
Organisation

Our 10 Top Tips

WELCOMING A NEW TEAM MEMBER

QUESTION OF THE MONTH

How do I make my conferences
more sustainable?



A WONDERFUL WORLD

Here we are at the end of April, already half way through Spring and all the positivity it brings; a new season, a fresh start, the fact that the cycle continues, this has to give us all hope and optimism. I love the changes we enjoy with each season in the UK but Spring is probably my favourite.

For Compleat the signing of live event contracts and the opening of registration for our first live event in 14 months has brought great excitement but also a feeling of what has changed and how will we do things in the future. This last year has certainly been an opportunity for us all to reflect and review how we live.

Sustainability has always been on the agenda with Conferences but there is definitely more to be done.

We have seen our planet flourish whilst we all stayed at home. Pollution levels dropping dramatically, our oceans and air cleaning.

Without a doubt the virtual conference is here to stay but we also know many are crying out to meet in person, collaborate and get back to how things were. As with so many things in life, it is a balance.

Of course the virtual conference has its own footprint and sustainability still needs to be considered but as we return to travel, hotels and venues what can we do to make a difference?

The decisions we and our clients make on the venues used, the food served (and most importantly the quantity ordered) are critical. The hotels offered and the ease of travel to the destination are equally important.

Food waste globally is massive and the events industry can play its part in changing this. Did you know that 33% of all food produced globally is lost or wasted every year? 25% of the food wasted globally could feed 795 million under nourished people in the world (www.stopfoodwasteday.com).

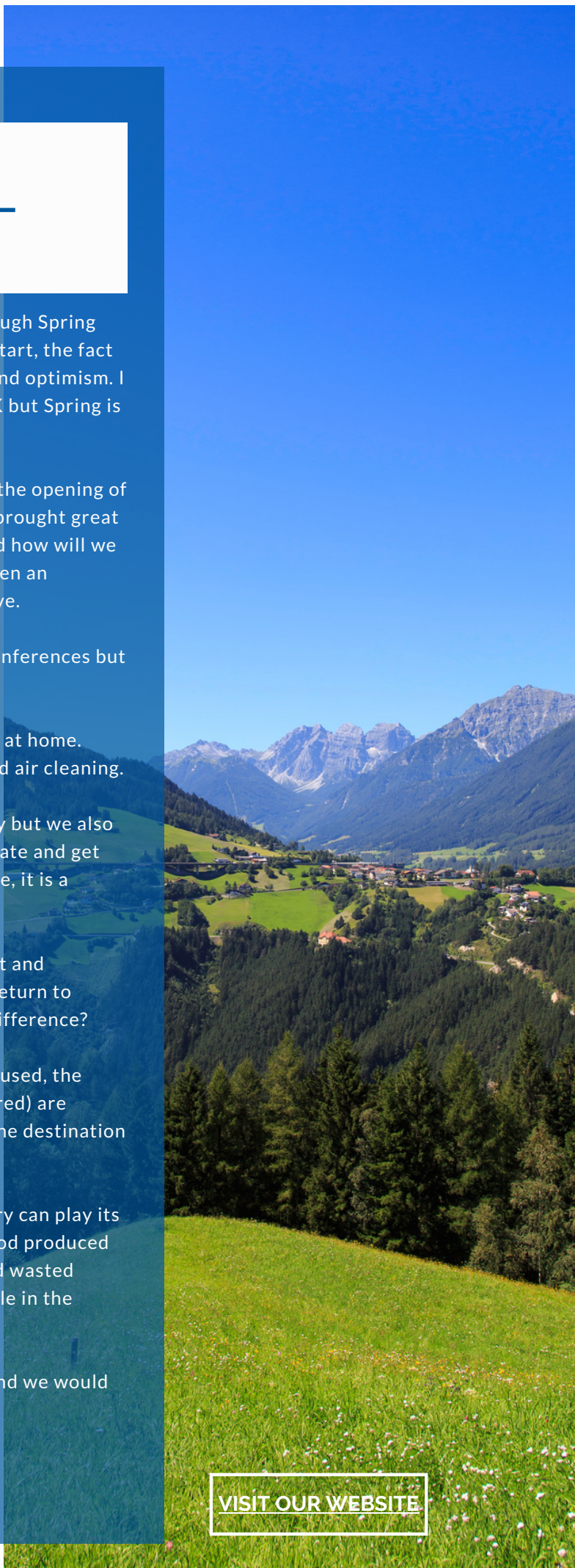
This issue of dots and t's has a sustainability theme and we would love to hear what you are doing to make a difference.



Heather

Company Director

[VISIT OUR WEBSITE](#)





What has kept you busy this month?

There has been such a buzz for Team Compleat this month

We have:

- Strengthened our team and the services we offer
- Completed negotiations and had contracts signed with venues for live events
- Opened registrations for both live and virtual events with bookings coming in within minutes of our first mailings going out
- Had brilliant feedback for our clients new website, launched last month
- Seen client membership growth
- Completed the third set of year end accounts for clients so far this year
- Held 'kick off' meetings for live events taking place later this year
- Generated 90 day plans for social media content
- Supported our clients with committee changes
- Inviting speakers and gathering bios and updating websites



Task



Have you reviewed your business plan goals for Q2, are you on track to achieve them?

Steve Davis Graphic Design

great design for brilliant businesses



In partnership with Steve Davis Graphic Design

Steve Davis a Portsmouth based, freelance graphic designer specialising in print and digital design for marketing teams, SMEs and agencies that need that extra pair of helping designer hands. I offer a full range of services and solutions that support businesses through all the various stages of their sales and marketing requirements. Over the last few years I have worked with Compleat, supporting them with their event based marketing materials, while at the same time, helping to lower our sustainability risk and footprint by leaving a zero paper trail, using environmentally friendly inks and using recycled paper stocks.

www.stevedavisgraphic.design
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Scientific Papers/Abstracts

If your conference has oral and poster presentations and you need a streamlined system for their submission, we have our own bespoke system. We offer this facility as part of organising your event or as a stand-alone service

[TAKE A LOOK](#)



Question of the Month



How do I make my conference more sustainable?

Last week we saw some great articles for Earth Day and this week we have Stop Food Waste Day. Both require serious consideration for those in the events industry.

As live events return we have received a lot of questions about how our industry can help make positive change and it is good to know that clients are keen to play their part in reducing their footprint and doing what they can to deliver more sustainable events.

As an Event Management Company we have been asked to take part in a number of surveys on the changes required to deliver more sustainable events.

No one can have failed to see the press coverage with climate change so high on the agenda.. So if you are about to organise an event we have 5 top tips to help make your conference more sustainable.

Our Roadmap for sustainable conferencing includes 5 key areas on which to focus

- Venue
- Catering
- Waste and Recycling
- Event Materials
- Marketing & Communication

[FULL ARTICLE](#)



If you would like to talk to us about sustainable conferencing or submit a question for next month...

[CONTACT US](#)

April Top Tip



Growing your Membership Organisation

* Our 10 Top Tips *

1. Survey your members

Understand their behaviours, likes and dislikes and address their concerns early. Use software to analyse the data. When you email them, what gets opened most, what gets forwarded to others and is there an opportunity for others to join if they like what they read.

2. Approach your membership organisation like it is a business. This can be challenging as most Associations are run by volunteers and time is scarce but if you want to achieve success it has to be approached in just the same way as a business. **Write a business plan** and set clear targets you want to achieve within 5 years, 3 years and the next 12 months. Break it down and agree responsibilities for each area. Make people accountable and review progress regularly. Use the wealth of knowledge you have within your organisation and find volunteers with the skills you need for the project in hand.

3. **Agree a calendar of activities** which will ensure member engagement and deliver without fail, regardless of time pressures. Agree with your team the processes to make this happen and measure your progress. If you don't measure you will not know if the plan is working.

If you would like advice
on an event or
association related
topic...

[CONTACT US](#)

Growing your Membership Organisation

* Our 10 Top Tips *

4. Does your offering align with what your members want?

Be very clear on this – don't assume you know. Look at the goals you have set in your business plan and the benefits you are offering your members. Do they match? Will your offering deliver on their expectations whilst achieving the targets you have set for growth.

5. Whilst writing your business plan you will have reviewed your aims and objectives. When surveying your membership you will have come to understand their needs and there could be many across all member types – **can you deliver to them all and is there a member type which will have a bigger impact on you achieving your goals.**

6. **Member retention** is the key to your success. Create value, take care of your members, deliver to their expectation and they will stay. Fail to do this and they will leave. Finding new members is way harder and far more costly than taking care of your current membership; so invest your energies in what they want.

7. Find your 'would you like fries with that'. **Upselling** is such a normal part of life now I think we would be surprised if we weren't asked to buy something else with our purchases. What can you offer your members over and above their membership to increase your revenue and their enjoyment? What do they want? Of course, membership can also be your upsell. If a non-member attends your conference give them a financial incentive to become a member.

8. **Make them feel special.** Call them, ask their views, thank them, and give them things that non-members do not have access to. By ensuring exceptional member engagement you will retain your existing members and they will share their love of the organisation with others, thus increasing your membership revenue growth and avoiding a high turnover of members. Offering the highest quality education through conferences, workshops, study days and webinars is another way of generating income and engaging your members.

9. **Have a strong marketing plan** and make sure you use it. Your website and in particular your members area within it, needs to be constantly updated so your members feel a real benefit

10. **Look to those in your field of expertise to support your work** through grants for your members, sponsoring your events, prizes and awards. Endorsement from other experts also increases your visibility.



Are you looking for membership growth and retention strategies?
[Download our Association Management and Membership Growth Master Plan](#) for FREE!



WELCOME LIZA

I am delighted to announce that as our client base expands Compleat are strengthening the team.

Liza joins the team as our book-keeper, working on behalf of our clients and also for our business.

With over 18 years of experience we know she will be a fantastic addition and the wider team look forward to welcoming her properly once Coronavirus restrictions allow.

Liza is so new to the team, we haven't even added her to the team page but rest assured when her caricature is done she will be up there with the rest of us.

For now, here are a few things we have found out about Liza

What is the most memorable event you have been to?

A business conference in Dubrovnic. It was so well organised and had some really great social activities.

What do you enjoy outside of work?

Yoga, it is a great way to switch off and relax.

What's your favourite movie?

This was difficult, so many to choose, but anything Sci-Fi and I'm happy.

If you don't know them already, you can find out more about Liza's Compleat colleagues by clicking the link below.

[MEET OUR TEAM](#)






If you work with Compleat in any way and would like to be included within our next magazine, please let us know - we are proud of our working partnerships and will be pleased to include you.

The Compleat Team continue to work remotely but are here for your queries, questions and enquiries.

Book a 15 minute, no obligation call with Heather and we will send you a little treat to enjoy on the call.

Please contact us via:

 info@compleatconference.co.uk

 01489 668333

We look forward to hearing from you!



April Inspiration

No winter lasts forever; no spring skips its turn

Hal Borland

