

dots and t's

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



STRATEGIES

Are you doing everything you can? This month we cover Membership Retention and Growth Strategies

QUESTION OF THE MONTH

What do I need to consider if I am organising a hybrid event?

TOP TIPS

The Price is Right - Negotiate like a pro when organising your next event with tips and advice from the experts



IS YOUR BATHTUB STARTING TO FILL?

Perhaps a strange question to ask at the beginning of our first magazine but here is why we ask.

A recent email from our brilliant and very supportive web provider said 'And really glad your taps are being turned on again!' This was in response to me telling him of the great successes achieved by the Compleat Team in the first three weeks of 2021.

What a positive image. Lovely warm water filling a bath where you can luxuriate, surrounded by your favourite bubble bath, candles and music – for some a happy place.

Where is your business happy place? Mine is a live event, surrounded by delegates, each learning and enjoying the energy that comes from the physical meeting of colleagues, peers and the leaders in the industry. The music and lights of the auditorium, the social events and awards. Seeing many months of planning all come together, looking like it 'just happens' and loving the fact that on the day it does, knowing that is because we put in the legwork early, checked every t and dotted every i. It's good to know our clients are turning on the taps to hold their live events once again.

If you would like to know who our web provider is or more about the Compleat Team click the button!

I hope you enjoy the rest of our magazine.



Heather

Company Director

[FIND OUT MORE](#)





In the absence of your events, what has been taking your time? Have you been using new technology? What new strategies have you employed?

...Our first three weeks hasn't all been about events...

Outside of events, as many of you know we manage the administration for many organisations and here is just a snippet of what we have been doing.

- working with web developers for our clients new websites
- member communication to support retention
- writing copy for websites and marketing materials
- gathering and analysing survey data to support service development
- attending and minuting Board meetings
- processing CPD applications
- following up with lapsed members and collecting membership renewal payments

and it's only January!!

You might have similar needs within your business and if you could do with some support whether that is on a long-term or short-term basis, we would be delighted to hear from you.

CONTACT US!

 01489 668333

 info@compleatconference.co.uk

★ **Task - Celebrate your successes!** ★

2020 was a tough year, what successes did you have that you wouldn't have had if COVID-19 hadn't hit and caused your event plans to alter?



Membership Retention and Growth Strategies

If you are an organisation that has a membership at its heart with a client base to retain and grow, then strategies to fully engage with members must be high on your agenda.

7 Here are our top 7 strategies for keeping in touch and growing your membership or client base!

[FULL ARTICLE](#)

1 Know your Industry

Keep up to date with the latest developments and share this information with your members, they will value their membership, knowing you provide the information they need.

2 Know your Members

Address the interests and ambitions of your members whilst keeping to the aims and objectives and Constitution of the organisation.

3 Phone your members

Make it personal. Call new members and welcome them, it goes a long way!

4 Upsell Strategies

Do you have an incentive for your members to subscribe to other material?

5 Regular Communication

Supply your members with valuable information, this will remind them they are a part of something valuable and important to them.

6 Carry out customer or membership surveys

This will help you to understand what your members value and what is working well, as well as what is not working so well and what needs to be improved.

7 Analyse the data

Now you have gathered your survey data, analyse the results and look for common themes.



Task - How can you improve your membership

Click the link to uncover more information around membership growth and retention strategies

[MASTER PLAN](#)





Our Event Clients have kept us busy too

Its great to see our clients events coming back into the calendar, their return is generating real excitement. This means we get to do the things we love!

- Negotiating with venues, saving our clients money
- Streamlining events, improving efficiencies
- Securing sponsorships, adding value
- Marketing campaigns, raising brand awareness

COVID-19 has changed the way we all work but we know there is a need for live, hybrid and virtual events. All can be organised depending on the needs of the client and the audience.

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



What do I need to consider if I am organising a hybrid event?

Virtual and live are equal

When organising your hybrid event you must put as much planning and organisation into both the online and live experience.

You want your delegates to remember your event for all the right reasons and recommend you to others.

Make your online attendees feel like they are at the event, speakers should directly address the online audience and involve them the same way they involve the live audience.

Your delegates at the live event will likely socialise over lunch, what can you do to include your online audience? Could you send lunch in a box prior to the event and organise an online networking session? The key is to never 'switch off' from your virtual audience so they don't switch off from you!

Preparation, Organisation & Rehearsals

Allow enough time to load speaker presentations onto your chosen streaming platform and carry out a number of rehearsals before the event, everyone needs to know what they are doing.

Your online audience can leave at the click of a button so it is crucial the event runs seamlessly and to time.

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

[CONTACT US](#)

January Top Tip



The Price is Right

Negotiate Like a Pro

As Heather mentioned in her opening, her 'business happy place' is when the live event finally takes place. However, before arriving at that point there is so much to do. The very first thing is to decide on a venue and negotiate the best possible price.

Over the years and prior to working with us, we have been amazed to hear of clients accepting the first price quoted by a venue. There is always room for negotiation, even on the rare occasion of fixed pricing there are opportunities to negotiate added value by securing additional items to be included within that fixed price.

Before confirming a venue there are a few things to consider:

- best location for your client and their attendees
- the right type of venue for the event
- size
- format
- facilities
- transportation links

Of course, getting the best price and saving yourself or your client money is crucial.

We have often saved our clients as much on the venue as the cost of our services but it is about being fair – this must work for the venue too. By all means, get the best price but make sure you don't negotiate to a point where they cut back on the service they offer to accommodate the price you 'demand'. It is important to remember, you will need the venue to be on side and support you on the day of the event dealing with those little surprises you can't always plan for.

You will know your budget so be realistic about the venues you can approach but also keep in mind the value and kudos your event may bring to a City. There may even be subvention available.



Consider how flexible you can be on the day(s) the event takes place as this can make a real difference to the price. Consider how many of the rooms are needed on set up day as opposed to how many are needed for the live event.

Think about the extras the venue might be able to throw in at no additional charge rather than just reducing the price. There will be many extras that you want to consider at the outset. Negotiate as many as possible to be included before signing contracts. Once you have signed, many of your additional requests are going to come with a price tag.

Have a clear picture of what the final event is going to look like. What do you need to make happen? When you are clear on format, theme, size and technical requirements approach each venue with the same brief with a request on format of how you would like to receive their quote. This will make it much easier for you to compare prices and inclusions or perhaps more importantly, exclusions.



You will know your budget so be realistic about the venues you can approach but also keep in mind the value and kudos your event may bring to a City.

You don't want to find out halfway through the planning that something major hasn't been included in the price quoted.

Once you have each of your quotations there will be some you immediately discount from your list. In normal times a site visit to compare and negotiate with those remaining is a great next step.

There is nothing better than making that physical journey, to consider and pre-empt the hurdles your attendees may encounter and seeing the venue 'in the flesh'.

However, if travel restrictions prevent you from doing this before you need to contract, most venues are now set up to do this virtually. Be sure to take a good look around even on a virtual tour and when restrictions lift it is still imperative you go in person.

You don't want the first time you see the venue to be the day of the event!

So, picture the event, consider all you will need, write a brief and start negotiating.

If you have questions about venue negotiation feel free to email heather@compleatconference.co.uk



This is our first magazine and we would love to hear from you. What would you like us to include - is there a challenge you are facing with your event or Association?

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

Please contact us via:

 info@compleatconference.co.uk

 01489 668333

We look forward to hearing from you!



January Inspiration

"Expect the best, plan for the worst and prepare to be surprised"

Denis Waitely

