

# dots and t's

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

## STRATEGIES

7 Top Tips to Developing  
your Membership

---

## HAPPY WORK ANNIVERSARY

---

## QUESTION OF THE MONTH

What do members want  
from Associations?

---

## IN PARTNERSHIP WITH...



# FORKS IN THE ROAD

At a recent networking event we were each asked what advice we would give our younger self.

For me the first would be to acknowledge every day. I think about being 18, the excitement so many new experiences brought and how much they were taken for granted. You think they will last for ever but very quickly they are past.

My other is not to worry about the future. Plans don't always go as expected but each fork in the road you choose always brings positives, embrace them. The worst periods in life have always lead to the best periods in life for me.

A significant fork in the road was being made redundant in the 1980's. This lead to a change in career which eventually lead to me setting up Compleat Conference. Not something I could have imagined a few years earlier.

Setting up in business is both exciting and stressful and I think if the pandemic had hit when I was younger the stress would have been considerably higher than it has been these last 14 months. Don't get me wrong a complete shutdown of the live events industry has not been without stressful days. However, the one thing I have learned over the 16 years I have been in business is if you cannot control the situation try not to stress about it and if you are in control of the situation you are also in control of your own stress.

Event Management is often quoted as being the 5th most stressful business to work in with: Military personnel, Firefighters, Airline pilots and Police Officers above them. These clearly have very different stresses to ours.

For us, the deadlines are the deal breaker, so as you can imagine we have put endless processes in place to ensure these are well managed and there is a support team to share the load.



*Heather*

Company Director

If you have an event coming up and want to remove the stress of managing it, contact us. It is what we do and we do it very well.

[EMAIL ME](#)



## Are you celebrating your successes?

What successes have you and your team been able to celebrate this month?

Here at Compleat we have had real cause for celebration

- A return to the office with the full team working back together in over 15 months
- A highly successful first virtual event for one of our Associations who had to cancel last year due to members being healthcare frontline workers
- Launching the first series of webinars as a new member offering for a client
- Continued membership growth and renewals for our clients
- The opening of registration for another client and our bespoke abstract system for their live event later this year
- The opening of a national audit for a healthcare client to collect invaluable data. Working to continually improve future patient care and exceeding last years sign up.
- Achieving our own business goals through focussed strategy and business development.

If you have missed previous issues of dots and t's, [visit our website](#) where you will be able to access and read all the magazines produced by Compleat Conference!



**Task**



Survey your members to check you continue to deliver to their needs

# In partnership with Arena Business Centres

It is a pleasure to work alongside Compleat Conference who are a client at Arena Business centres in our Lancaster Court centre in Fareham. Arena Offer flexible workspace, exceptional design, beautiful interiors & world class business facilities throughout 12 centres across the south of the UK. Our collection of inspirational workspaces across Berkshire, Surrey, Hampshire and Dorset create working environments for your business to grow and succeed. We are pleased to work with Compleat to offer co working areas for the team to collaborate along with a friendly team on hand to help make day to day life a breeze.

For more information please visit our website  
[www.arenabusinesscentres.com](http://www.arenabusinesscentres.com)



## 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 members want from Associations?

This is a question often asked by Directors and Trustees of an Association but it is interesting how often they try to answer it themselves. They of course know what they want from their membership and what they want the organisation to deliver but the best way to find out if other members agree with you is to ask them.

We recently surveyed the membership for a client to find out what was important to them and whilst many of the responses were as we and the client expected there were others which hadn't previously been considered.

That survey prompted some positive changes within the organisation to ensure that they continue to deliver what the members want.

You of course need to be sure you stay aligned to your aims and objectives but these must stay aligned to your membership and new benefits and offerings will stimulate new interest and growth.

Value for money has to be high on the list. If someone is going to part with their money they need to know that it is going to be used wisely and to their benefit.

Trustees are often working so hard in the background assuming their membership is aware of all that is being achieved but if you do not communicate this effectively it could all be in vain.

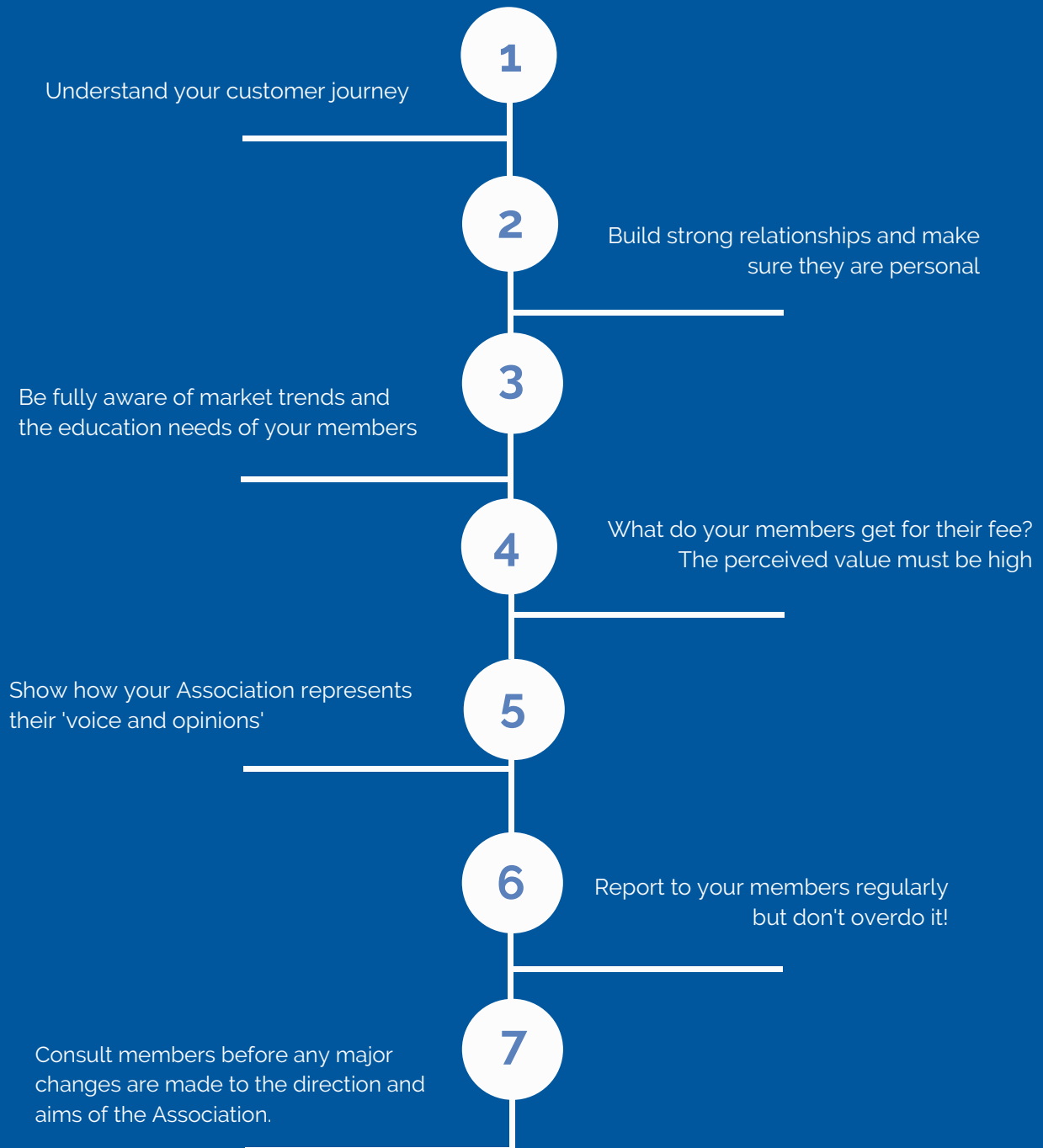
So make sure your channels of communication are strong and regular.


If you would like any advice on surveying your members - email [heather@compleatconference.co.uk](mailto:heather@compleatconference.co.uk)

If you would like to submit a question for next month...

[CONTACT US](#)

# 7 Top Tips to Developing your Membership



To read the full article [download our Association Management and Membership Growth Master Plan for FREE!](#) 

# LISA'S WORK ANNIVERSARY

---

Having been lucky enough to give birth to my gorgeous son in May 2020, I recently returned to Compleat following my maternity leave with what can only be described as fresh eyes and a renewed sense of compassion. I am now even more committed to ensuring that internal processes are streamlined for ultimate efficiency as achieving the highest level of client satisfaction is at the centre of everything Compleat do.

Rewinding quite a few years - events have been my passion ever since I took Leisure Studies' as an A Level at college and supported the organisation of my first event - a local college fayre attracting fifty attendees and three exhibitors. I will always be eternally grateful to my college teacher who from this recognised my flare and enthusiasm for this line of work and introduced me to an Events Management degree course - I must admit, I didn't even know it existed! Since graduating in 2012, I have never looked back!

My journey with Compleat started in June 2017 having satisfied my other passion in life - travel. I embarked on a long travelling stint with my boyfriend (now husband) where I visited 3 continents and over 15 countries and upon my return was ready to settle down. I wanted to find a work place where I could be committed for the long haul having had numerous temporary event contracts in London - and yes, I found it the day I came for my interview at Compleat. As I entered the interview room, I felt immediately at ease and knew that this was the place I wanted to work. As conference organiser, I am responsible for conference and exhibitions of all sizes for numerous key clients. I am also the 'proof reading queen' of the business with my impeccable eye for detail.



Now, as I start to adapt to my new routine as a working mum, I reflect on how I got here. I have always known that I did not want to be a stay-at-home mum as I crave the challenge and thrill that planning events gives me. I have always revelled in job satisfaction - the adrenaline you get seeing a live event come together after months of hard work and planning. I had always heard that juggling work-life balance is tricky- fighting the impossible task of 'mum guilt' that I felt had been heightened by the fact that my whole maternity took place during a global pandemic. I knew that I needed to keep my brain alive and let go by giving my son the opportunity to attend nursery and experience life beyond the four walls of our house. The whole team have been so supportive and understanding of my new work pattern and am so glad to have found a new sense of belonging.

[MEET OUR TEAM](#)

*Lisa*

Conference Organiser



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 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](mailto:info@compleatconference.co.uk)

 01489 668333

We look forward to hearing from you!



June Inspiration

“ The best preparation for tomorrow is doing your best today. ”

H. Jackson Brown, Jr

