

# dots and t's

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

## FIRST IMPRESSIONS

There's no second chance

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## TIME MARCHES ON

Four years with Compleat for one of the team

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## QUESTION OF THE MONTH

How can I stay GDPR compliant?

# IT'S HOW YOU LOOK AT THINGS

Do you remember the days of physical maps when planning a journey?

Today there is much less planning needed with Satnav telling us when we will arrive, the route to take and the likely challenges along the way. Even once on the journey it gives us warning of trouble ahead, does its best to guide us around it and keep us heading in our planned direction.

Physical maps and the planning we made in the past didn't warn us of accidents or road works. We often got caught up in lengthy delays which, with a bit of advance warning could have been avoided.

When you are the navigator, how do you look at your map? I like to turn it so the road I am travelling is directly ahead. If we turn, so does the map. Others like the map to stay just as it is and they follow, left and right, up and down.

Business is much the same, sometimes we get guidance and warnings of challenges ahead, sometimes not.

There were no warnings for the changes that we would all need to make in the past 12 months. For some it has meant a huge increase in demand and for others an almost immediate stop to the way they have done business. We each had a route mapped out and for some the road became blocked. We had to change course or come to a complete stop.

At Compleat we have always kept our eye on our 'north', so even though we have had to change direction our goal remains the same.

How have you had to change and how have you managed to keep your eyes firmly on the road ahead? I would love to hear the changes you have made and how you have kept moving forward on your journey.

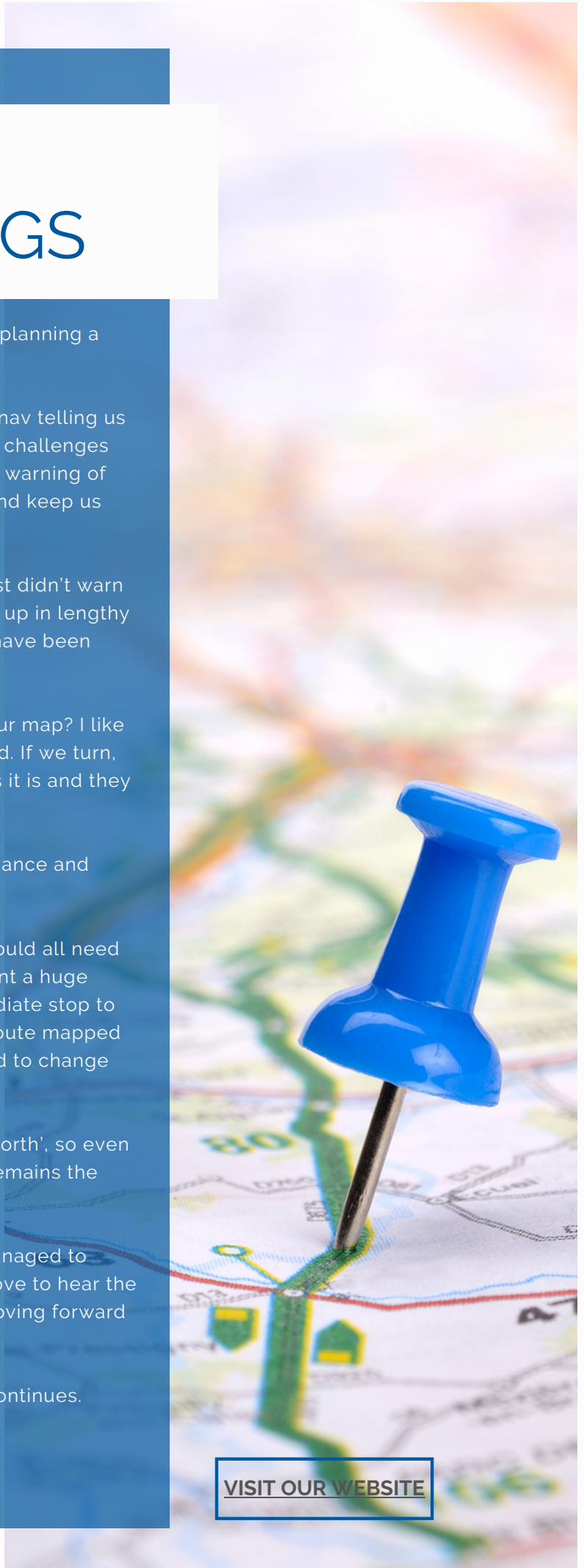
Good luck as the road re-opens and your journey continues.



*Heather*

Company Director

[VISIT OUR WEBSITE](#)







## Have you completed your 90 day planning for Q2?

Here we are at the end of Q1. I hope you are on target to achieve your goals and your 90 day plan is all set for Q2.

March has been a particularly busy month for us with deadlines for project completions approaching and event contracts being negotiated but with careful planning we have stayed on track.

Here are just some of the headlines from our client work for this month:

- Final testing and copy amends for a new website
- Data extraction and migration in preparation for launch
- Revised terms and conditions and related Comms
- Virtual event planning
- Live event contract negotiation
- Speaker invitations
- Individual event timelines produced
- Board meetings and minute taking
- Monitoring growth through social media analytics
- Client bulletins
- Treasurer Report data gathering
- Updating bank signatories
- GDPR Audits and Reviews

and the list goes on.

### CONTACT US!

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**Task**



What do you plan to achieve in Q2?  
Don't forget to celebrate your Q1 successes!

# First Impressions

We all know the saying:

You never get a second chance to make a first impression.

Have you considered the first impression people have when they come into contact with your Company? People are looking at us and checking us out long before they meet us nowadays. Social media, blogs, podcasts, websites, reviews... people can find a lot out before they do business with us, so these things are all incredibly important but still too is that first face to face meeting.

Might you be losing business and not even know it?

The story below really continues from last month's article about Customer's Shoes. It is so important to take a walk in them and be sure the experience is the best you can possibly offer.



During our lifetime we attend and have the pleasure of being invited to many events whether that's the works Christmas do, an annual conference, a friends birthday party or baby shower... the list goes on! For many, one of the most memorable and significant events we will attend is a wedding. The amount of time and work that goes into organising a wedding is immense and for some, it can be a very stressful time. Finding 'the' dress is a very special occasion and is hopefully one of the most enjoyable occasions in the lead up to a wedding. I had the privilege of accompanying my friend of over 20 years in her hunt to find 'the' dress and whenever I consider first impressions in the world of business, this story springs to mind...

On arrival at the first appointment the group were welcomed by friendly members of staff and shown to a private area of the store. Whilst we sat admiring our surroundings with a cup of tea in hand the bride answered a series of questions which helped the consultant visualise 'the big day' and get a feel for my friend's style, likes and dislikes. For the duration of the appointment the bride had the full attention of two members of staff and was made to feel special the entire time. We all left the first appointment feeling upbeat and satisfied and made our way to the second.

On arrival the group were welcomed into the store but then asked to 'stand over there' and ushered into the corner in amongst all the prom dresses. We all patiently waited, however after about 15 minutes we started to get a little frustrated. As we stood waiting, we found ourselves instantly comparing our experience to the first appointment. This assistant casually asked the 'bride to be' about her wedding day but it was clear there was no reason behind these questions other than making conversation. My friend tried on a number of dresses but nothing compared and she returned to the first store to place the order for her wedding dress.

The second store are unaware of our comparison and will presume they just didn't have 'the' dress. Part of finding the perfect dress is about how you feel when you put it on and the reaction of your party when you come out of the changing room. Being made to feel special and having the assistants full attention is all part of the experience. Sadly, the store lost far more than one sale that day. We have all recommended the first store to friends and family, and I returned there for my own dress. When I left the other, I knew I wouldn't return and I have shared our experience with others. First impressions are critical, you never get a second chance to make a first impression

*Georgina*

Business Development Executive

# Question of the Month



## How can I stay GDPR Compliant?

This month we are touching on the often-feared subject of GDPR.

I have found it interesting as we approach three years into the changed guidelines to hear of many large organisations which do not adhere to the changes. Just this week when purchasing on-line, the company I was buying from had not changed their opt out, to opt in and gave me no opportunity to change it.

It is true that for small businesses and Associations getting to grips with GDPR can feel like a huge mountain, but it is one that you must climb and will be all the easier for doing it with a support team to bear the load with you.

Here are a few thoughts to help you

- Find that support team, you don't have to manage this alone. Gather a good GDPR Consultant and a team who can support you administratively. By working alongside both you will ensure you have access to specialist knowledge and guidance and the administrative documentation is managed on your behalf.
- Document everything that you hold and be sure to keep your records up to date.
- Review your privacy notices and make them easy to understand
- Consider the legal basis for processing the information you gather
- Think about how you are going to obtain and record consent - there are some easy ways to achieve this with little financial outlay.

- When recording consent you must also consider your consent process for minors.
- Is everyone aware of their responsibilities?
- Put a process in place to inform new decision makers, volunteers etc of their responsibilities when they join you.
- And of course the one we all fear - do you have a process in place for detecting and reporting a data breach.

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

[CONTACT US](#)



# March Top Tip



## 7 Top Tips to Improving your Association website



### Mobile responsive and speed

Technology is constantly evolving and its capabilities are increasing which means as humans we expect more from it. We do not have the patience to wait for webpages to load and therefore it is crucial your website loads quickly and gives users the information they are seeking when they want it.

**'40% of consumers will wait no more than three seconds for a web page to render before abandoning the site' (Akamai, 2009)**

As consumers spend more and more time on mobile devices, your website must be mobile friendly.

### Valuable content

It sounds obvious but your website content needs to resonate with your audience. Make sure the content is valuable but also updated regularly. You want to keep the website fresh and exciting, if your members see the same content every time they log-in, they will become disengaged very quickly.

### Check for errors

Whether it's spelling mistakes or broken links ensure your website is free from errors, They may only be small but they have a big impact on your members and your potential members. If your website has broken links, they need to be addressed, this has a bigger knock on effect and will affect the next point - customer journey.

## Customer Journey

For the same reasons mentioned in the first point, the customer journey needs to be seamless.

Ensure your website is easy to navigate, with clear headings and try to reduce the number of 'clicks.' Get your members to where they want to be quickly!

## Personalisation

In the era of all things digital, personalisation has become a prominent topic. Research suggests that 22% of consumers are happy to share some data in return for a more personalised customer service or product (Deloitte, 2019).

If you don't already, could you welcome members to your website using their name and give them the option to add a profile picture to their account?



## Review regularly and bin old content

It is highly likely members decide to join your Association because they are interested in what you stand for and want to be part of a community.

Being a member of an Association or membership organisation is an excellent tool to learn and develop. The content you push out to your members should be reviewed regularly and bin the stuff that is no longer relevant!

## Focus on your members

Your members are your customers and therefore they need to be your primary focus when it comes to generating new content or making decisions that will affect the membership organisation.

Of course, your members are probably keen to know the story behind the Association, but this information shouldn't be your focus. The content you display to members should be all about them and what they are interested in.

If you are struggling with your member communications and aren't sure what they want to hear about - ask them! Create a survey and ask them to complete it. This will allow you to publish the information they want and need. If members like what they see they are more likely to engage and share it with others!

**Follow these 7 top tips to you'll be on your way to improving your Association website!**

[READ OUR BLOGS](#)







# TIME MARCHES ON

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I remember my interview with Compleat Conference Company, like it was yesterday. I had been made redundant from a position I had held for over 13 years and following a career break to spend time with my family I was ready to start temporary work, just until I found the next place to call my work home.

In March 2017, I was warmly greeted at Lancaster Court doors by a friendly gentleman who introduced himself as Roy Enticott Director of Compleat Conference. The building was and is amazing and I remember feeling very impressed by the look and feel of this new environment. Roy led me upstairs to be greeted by a very tall, elegant lady with the biggest smile, Heather. If you have had the opportunity to meet Heather, you will know that she oozes warmth and sincerity.

Fast forward 4 years and here we are!

My position is to support the Compleat Conference team and our clients with their Conference and Association Management and to ensure that we are maintaining our service levels. We want all our clients to feel the warmth of Compleat, those virtual arms, so they know we are here, with ideas to help them run the best events or increase their membership, confident we have their best interests at heart.

Our passion and desire to offer the best service possible is the main thing that links us and make us a formidable team. Like most companies the last year has thrown up many business challenges, but we completed a seamless transition from the office to home working, maintained our service levels and even took on a new Association client!

From that very first day to now my fourth anniversary, I can honestly say that I am happy to have found my work home.

*Cheryl*

Office Manager

[MEET OUR TEAM](#)






This is our third 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](mailto:info@compleatconference.co.uk)

 01489 668333

We look forward to hearing from you!



## March Inspiration

'If I only had an hour to chop down a tree. I would spend the first 45 minutes sharpening my axe'

Abraham Lincoln

