

dots and t's

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

STRATEGIES

The Value of a
Membership Model

TIME TO CELEBRATE

QUESTION OF THE MONTH

What can we do to make sure
our events are safe for our
delegates to return?

IN PARTNERSHIP WITH...



SAFETY ISN'T EXPENSIVE - IT'S PRICELESS

A while ago, I spoke about a live event being my business happy place. Having recently returned to working in the office I have realised how important this environment is for me. People are my thing and I have loved the connections being back in the office brings. There are however many positives which came from home working which I am determined will not be lost and have set myself new boundaries to ensure the benefits discovered remain part of my daily routine.

As a team we currently have a mix of home and office working and the need to all stay connected and the home workers remain informed is perhaps even more important than it was when we were all at home. I have been blown away by the way each team member brings their best to work every day, whether that is here in the office or from a spare room. Having the team we have I am not surprised but their dedication to our clients and Compleat has been a joy through these tough times and I know they really are what makes Compleat special.

You will see it with your own colleagues, everyone has a different way of working. Home working brought both opportunities and challenges and the return to the office will bring new ones as we all learn to navigate the additional safety measure now so important for safe office working.

We had an unexpected visit from the HSE recently and it was great to hear we had ticked all the boxes and had done far more than many much larger businesses to ensure a safe working environment for the team.

So now as our live event planning returns, we are undertaking training to ensure we have considered everything we possibly can to ensure our clients and their delegates have a safe environment in which to meet.

If you would like to know more about how we are doing this, email me at heather@compleatconference.co.uk



Heather
Company Director



[EMAIL ME](#)



What has changed for your business as the roadmap opens?

I am sure like us you will be seeing exciting changes as businesses start to reopen.

It has been a challenging time for those in hospitality but the positivity and desire to get back to live events has been great to see.

This month our main focus has been:

- Opening registration for live events later this year
- Opening our call for abstracts system for a number of clients requiring this service for both research papers and programme content. (See page 5 for more information on this service)
- Negotiating with hotels for best prices for delegate accommodation - with some events needing over 600 bedrooms in a city
- Updating terms and conditions and data policies taking into considerations changes which have come into effect
- Arranging site visits and menu tastings to ensure everything is considered well in advance of the events

and of course

our Association Management work continues with , membership retention and growth strategies, newsletters, website content and social media posts. With processes constantly being improved and refined as new technology brings new and better ways of working.

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



If you are planning a live event, make sure your risk assessments have considered everything necessary in this new world.

In partnership with Dynamic Edge

Dynamic Edge's mission is to provide the very best in IT Support, Products and Services to our customers throughout the UK.

Our purpose is to make our customers lives easier, to let them get on with their work and to respond as fast as possible when their systems sometimes seem to work against them.

We provide complete managed IT services to businesses between 20 and 3,000 PC and/or Mac users. We have adopted a proactive model to our services both in supporting our clients using the latest technology but also by introducing them to solutions that can streamline business and enhance employee productivity.

Our highly experienced team of engineers provide IT support services that are specifically tailored to each individual client as part of the Dynamic Edge goal to become your trusted IT partner.



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 can we do to make sure our events are safe for our delegates to return?

Venues across the UK have put a huge amount of work into making sure live events can return safely so a great place to start with this is to compare what your preferred venues have put in place and if these measures are what you need for your specific event.

Some cities have funds available to help support the additional costs associated with testing and hybrid events and your event may qualify so be sure to ask and make an application if the opportunity is available to you.

Working in events we have always had a Plan B for those unexpected situations but now we are planning with our clients with everything in place to move from live to hybrid or if necessary virtual. Having these back-up plans in place from the outset ensures you can plan and market your event with confidence knowing it can go ahead.

Preparation is always the key to success and being able to show you have alternative plans in place will give your attendees and sponsors confidence to register and support your event.

When promoting your event show what you are doing to keep your delegates safe. Share with them the extra measures you are taking - these might be:

- The venues new measures
- Room capacities and moving around the venue
- Additional cleaning
- Whether testing will be required
- The way food will be served
- How you will respond to cases on-site

If you would like any advice on making your event safe - email heather@compleatconference.co.uk

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

[CONTACT US](#)



The Value of a Membership Model

7

Here are 7 real benefits to having a membership model

1 Financial Planning

Your members may pay monthly or annually but either way this give you real control of your financial position, forecasting and cash flow

2 The Value of Community

A price cannot be put on member loyalty. A sense of belonging will mean if you provide excellent extras such as well organised events your members will want to attend.

3 Membership Growth

Approach this as any business with quarterly planning and excellent marketing but word of mouth has great value too as your members encourage others to join.

4 Reduced costs

With a good membership model formalised member retention should be much easier. Reduced marketing costs are just one of the benefits.

5 You have the data

Your members will have a common interest and you have an opportunity to deliver to their needs. Make sure you know what they want and that you are their 'go to place' for reliable information and advice

6 You have experts in the field

Volunteers are always keen to expand their knowledge and support the organisation. Make good use of this willing workforce to lead committees and get things done

7 Drive Change and Policy

There is real strength in community and together it is possible to drive real change and make a positive difference

[FULL ARTICLE](#)



Are you looking for membership growth and retention strategies?

[Download our Association Management and Membership Growth Master Plan for FREE!](#)





A CELEBRATION OF ALL THINGS COMPLEAT

In my opening I spoke about our amazing team and how they really are what makes Compleat special.

We have had much to celebrate this month. Not just the reopening of live events and seeing the bookings coming in but we never miss an opportunity to celebrate our own successes so a recent lunch allowed us to:

- Say goodbye as our book keeper makes some life changes - we will miss her but wish her well
- Say hello to a new member of the team
- Celebrate a birthday
- A welcome back from maternity leave
- And just being back together for the first time in 14 months!

[MEET OUR TEAM](#)

That really was a reason to celebrate





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:

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We look forward to hearing from you!



May Inspiration

Together
Everyone
Achieves
More

