

Shari
Pash

Creating Member Experiences and Engagement

IOM
June 2020



Learning Objectives

1. Value to creating member experiences
2. Tips on creating member experiences
3. Experience marketing and impact with engagement
4. Re-imagine our "next normal"



Create Member Experiences

- Eight-five percent of event planners say their role requires more “experience creation” compared to five years ago.
- And when asked how incoming generations are affecting event and meeting formats, 80% said there is more emphasis on overall experience.

Source: IACC Meeting Room of the Future survey.



Sales Force Asks This Question:

- What's the holistic member experience?
- How can you put members at the center—and create more value through emotional connection?

Foundation

Transactional? (Transactions)

- Comparing the cost of events, programs, dues, and looking for direct dollar for dollar value.

Relational? (Relationships)

- Looks at their investment as a way of doing business. A key strategy in their business and you are integral to their business, industry, or career.



Sponsor Experiences

- MEMBER experiences related to sponsorship
 - Not just who has money
 - Being intentional on the experience and who matches this

How Are Experiences Created?

- By playing on emotion and making interactions as personal as possible.
- By nurturing the values that your organization stands for.
- Being interesting.
- Knowing what's important to your member and finding the intersection in your value and benefits
- Finding ways to become part of their daily life.
- Giving members something to take with them, even if it's just a great feeling.

Source: Lisa Barone, Vice President of Strategy at Overit

Your Member's Experience, is a Collection of Micro-Moments

Google defines it as “intent-driven moments of decision-making and preference-shaping that occur throughout the entire member journey”

Creating Experiences

- Generally, the best ideas are the ones where your members feel fulfilled or wowed.
- Experience-based Associations and Chambers don't have to be crazy or elaborate.
- It doesn't matter what type of Organization you are; it's about the way you make your members *feel*.



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[COVID-19 HBA Updates](#)

2020 LEGO Contest



[4 & 5 Year Old Entries](#)

[6 Year Old Entries](#)

[8 Year Old Entries](#)

[9 Year Old Entries](#)

[11 & 12 Year Old Entries](#)

[13-16 Year Old Entries](#)

Welcome to MRLA News Now – a bi-weekly video update provided by the Michigan Restaurant & Lodging Association designed to provide membership with industry news, legislative updates, and MRLA activity in just 2 minutes.





Digital Innovation
Insight Summit

DIGITAL INNOVATION INSIGHT SUMMIT

Aligning Digital Expectation with Physical Experience

State Associations

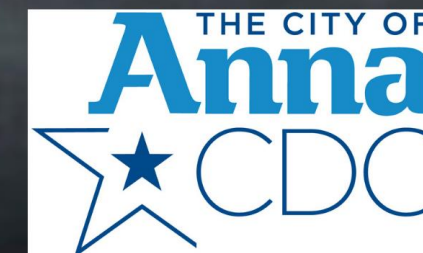
- “Our website has had 70,000 hits since the Covid-19 outbreak and the click through rate is outstanding. “
- “We are offering alternative promotion offers to our key sponsors.”
- “We are fundraising for the employees of our industry and offering scholarships to thousands of displaced workers. ”
- “Our allied/associate members are flooding in, to have a presence in front of an industry that needs new supplies and services. “
- “We are focusing on the day-to-day need of our struggling members to be sure they understand the value vision and voice we provide them, in good times and in bad.”

CHALK THE CITY

Local small businesses, their employees, first responders and healthcare workers are embracing social responsibility and making sacrifices. We invite our Anna neighbors to help us encourage and show our gratitude by using chalk art to draw a positive picture and/or message on your sidewalk or driveway.

1. Take a picture of your artwork
2. Email the picture to Kevin@GreaterAnnaChamber.com or send it via Facebook messenger to: Greater Anna Chamber of Commerce between April 3rd and April 12th, 2020
3. Make sure to "like" our official Chamber page, then look for your artwork to be featured soon!
4. Take pride in knowing that your time contributed to making someone else's day a little brighter

***Draw on private property only with washable chalk**



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230

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Shop & Support Harbor Springs Small Business

Online Auction - "Together We Are Stronger"

"Shop & Support Harbor Springs Small Business" auction raises \$29,715

The Harbor Springs Chamber's "Shop & Support Harbor Springs Small Business" online auction and storefront raised \$29,715 for local businesses in 3 weeks. The auction ended May 24th. More than 170 items were listed for sale or auction on the site.

The chamber, along with Blue Cross Blue Shield of Michigan, Kimble + Kimble Architects, Dodson Payment Solutions, and The Cottage Company are covering the costs of the auction service and credit card processing, so that 100% of the auction proceeds can go to the participating businesses.

Shop & Support Harbor Springs Small Business is providing revenue to local businesses that were closed or had their hours and services severely limited in recent weeks. This opportunity is open to Harbor Springs Chamber members and any non-member business with a Harbor Springs address.

Also on the site was an option for area residents to make a donation to the Manna Food Project, Salvation Army and Little Traverse Bay Humane Society, which have all dramatically ramped up services in recent weeks.



Findlay - Hancock County Chamber of Commerce



Thursday at 10:02 AM • 🌐

Join us this evening for **Drinks with Doug: A Virtual Business After Hours Event!** We'll see a mixed drink demonstration from **The Bourbon Affair** and a panel discussion with members of the 1995 Liberty-Benton state championship basketball team.

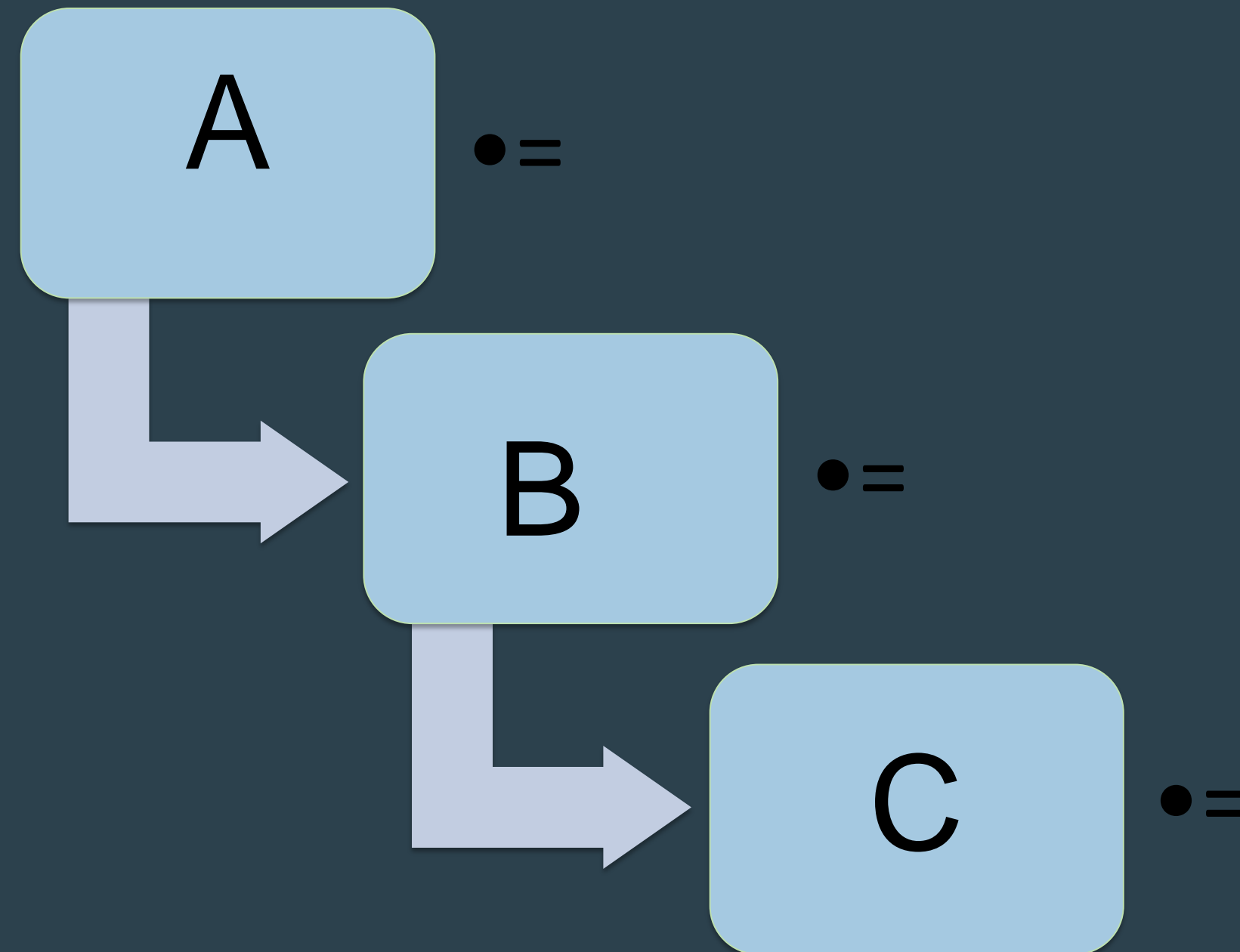


THU, MAY 21

**Drinks with Doug: A
Virtual Business After...**

INTERESTED

Create Diverse Experiences Using Your Member Personas and Profiles






Experience Economy

- *Harvard Business Review* defines it as an "experience that occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event"

What does your digital member experience look like?



COVID-19 Engagement Talking Points

- As we move forward building strategic plans for our industry's/community's recovery, we need your voice, your investment to move us forward.
- Let's focus and think on the long term – let's not allow this short term crisis, impact your long term success. Let's work together.
- Our community/industry is still (or is opening) open for business, and planning for recovery. We are the center of business, sustainability is our focus.
- How we as businesses support each other, commit to each other, will lay our foundation for moving forward.

Story Telling Member Testimonials

What Makes a relevant testimonial:

- Targeted by member segments
- Success stories through COVID-19
- Types of testimonials
- Industry Professionals
- Diverse members and businesses

Experience Marketing

- Experience marketing is about connecting and engaging with *existing* members through your brand and messaging.
- Experience marketing is about the **conversation**.
 - Engagement with **natural conversation**.
- An organization that has implemented an experience marketing strategy, **creates a community** rather than a following.
- Authentic, Organic, Conversations, Connections

Experience Marketing

- Building an authentic, engaged, and loyal community starts with knowing your members/audience.
- Knowing who your target demographic is, what they want, and what's important to them.
- Building a community:
 - Facebook and LinkedIn groups and events
 - One-on-one interactions
 - LunchPool
 - Zoom conferences
 - Instagram stories that use polls and questions
 - Live events
 - Steamyard
 - Demographic Clusters, Small Groups

Member Engagement Strategy

How would you like your engagement with members to change?

What type of measurements will determine if your engagement has increased and is successful?

Great staff, board or volunteer committee project



Trust

- What builds trust in your Organization brand even before a business or sponsor makes an investment? Memorable brand experiences.
- People/business want to make a reliable investment that delivers outcomes and ROI.
- Our recruitment and engagement processes and model should be based on member experiences and overall brand experience.

Re-Imagine

“Next Normal”

What will change for
members?

Economic impact and solutions?

Sign Up To Receive:

- Upcoming newsletters & virtual trainings
- Resources



Shari
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Through Shari's hands-on work, she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari conducts board of director orientation and planning sessions, and works with organizations to develop and recruit volunteers.