

# Membership Growth and Development Seminar

Tuesday 17 November 2009 Crown Promenade Hotel, 8 Whiteman Street, Southbank, VIC

**S**afeguard your organisation in difficult times by learning from the experts at this practical Associations Forum Seminar.

Speakers and panellists have been drawn from a broad cross section of managers in associations and business who understand how to build on success and develop new strategies for membership growth. You'll take home practical ideas you can apply immediately.

You will gain an insight into new media and see why you can't ignore it. The panel session will build on the earlier presentation and give you confidence to explore the possibilities in this emerging area.

Case studies will enlighten you about techniques for growing and maintaining membership and you will have the chance to ask your own questions.

Healthy membership is necessary for organisation revenue, representation, event support and ongoing success and relevance. This seminar will provide experienced managers with new direction and innovative ideas while those less experienced will benefit from the depth of knowledge of the speakers. All delegates will enjoy valuable networking opportunities.

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## Key Topics:

- \* How the NGV Grew its Membership 50% in Two Years
- \* Facing up to Facebook: Why Social Networking is Your Biggest Threat and Your Greatest Opportunity
- \* Secrets – What They Don't Tell You About Membership!
- \* Strategies to Maintain Member Engagement
- \* Panel Session: Using New Media to Develop a Conversation With Your Members

## Chair & Key Speakers:

- \* Martin Long FAMI, CPM, Consultant, NFP Analysts Pty Ltd



- \* Noela Foote, Manager - NGV Members, National Gallery of Victoria



- \* Louise Kanis and Jenny Ward, Directors issociate



- \* Wendy Lewis, Chief Executive Officer, Girl Guides Victoria



- \* Megan Spielvogel, Manager – Member Services, The Pharmacy Guild of Australia, Victoria



- \* Rob Beck, General Manager, Owners Corporations Victoria Inc



- \* Felicity Zadro, Managing Director, Zadro Communications



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## ASSOCIATIONS FORUM EARLY BIRD SPECIAL

Register for the event before Friday 16 October 2009 and receive 10% off the registration fee

