



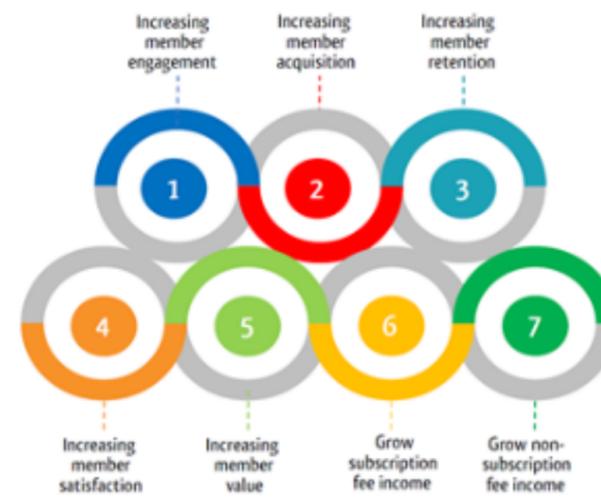
Members 365

Connecting the Upbeat community

Digital excellence within the associations sector

Prior to the major disruption COVID-19 had on a global scale during 2020 and beyond, Professional Advantage UK, alongside Microsoft UK and MemberWise, were fortunate to present at an Associations Forum in the UK in late 2019.

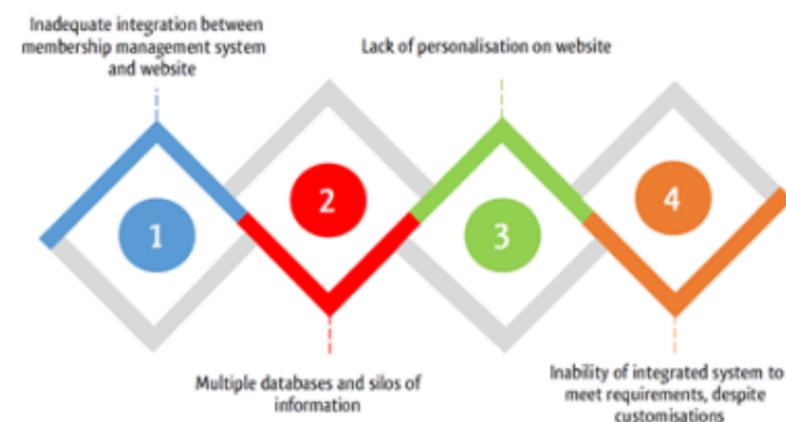
During this presentation, the research survey **Digital Excellence Research Summary Report 2019**—undertaken by MemberWise (www.memberwise.org.uk), an independent professional network that provides practical help and support to over 5,000+ membership organisations and association professionals based in the UK and other countries—found that the top 7 key priorities of the association organisations surveyed were as follows:



The research found that this was the third consecutive year that member engagement has ranked as the top goal, mirroring the continued activity of organisations in the sector to strengthen relationships with their members. The message for membership organisations and associations is clear: whether you want to retain more members, improve new member acquisition, increase satisfaction, or maximise revenue, engagement is one of the key foundations on which these other elements are built.

In addition, the research undertaken by MemberWise found that technology represents both a key enabler and a major challenge for membership organisations and associations trying to deliver on these top priorities. The research found the top 4 operational challenges faced by membership organisations and associations were as follows:

Top four operational challenges:



Professional Advantage and our specific partners help organisations achieve their Digital Excellence Transformation and deliver an end-to-end solution platform.

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