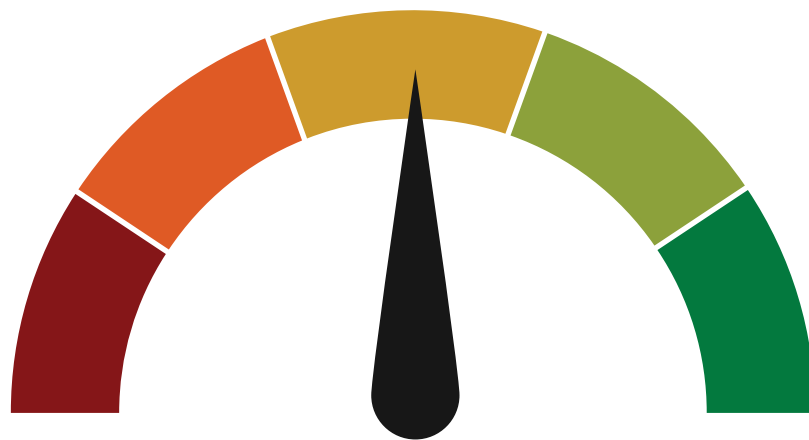




# ASSOCIATION HEALTH CHECK - Littewolf ent REPORT GENERATED FOR - Joseph Littlewolf

**On the Right Track!**



Good stuff! Your organization is doing many things right But there's more you can do to ensure member satisfaction, growth and financial success.

# Insights

Based on your assessment responses, we've put together a deeper dive health check to review each area of your organization and where you and your staff may want to focus resources in an effort to boost success.

## Survey Question:

Members view our events and conferences throughout the year as accessible and high-value, and feel we innovate on these events regularly.



**Your Answer:** Agree

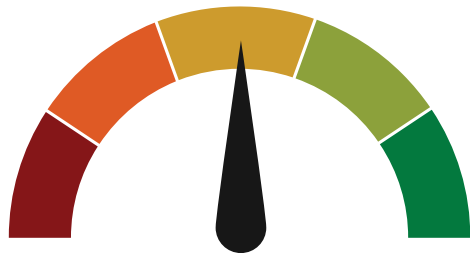
**What This Means:** Not bad, but there's room for improvement here. Organizations offering quality events and conferences that focus on creating value for members and stakeholders by providing education and creating meaningful connections are healthier longterm.

It's also important to audit your events regularly by monitoring attendance trends and attendee feedback to ensure you're providing events that your audience finds valuable. You and your team should meet to discuss how to create more professional development and engagement opportunities for your members through your event offerings.

Consider discussing the benefits you and your staff will see by employing event management software. According to a 2020 Event Marketing report by Bizzabo, the 89% of event technology users save roughly 200 hours per year, while 20% of respondents see 360 hours or more saved per year with event management technology. Never stop looking for ways to save your time so you can reinvest it into your members! You're on the cusp of greatness.

### Survey Question:

The on-site event experience for our members and attendees is enhanced by accessible communication, awareness of conference offerings, expo/conference layouts, etc.



**Your Answer:** Disagree

**What This Means:** If you don't have a mobile app, or you're working with one that doesn't have proper power, think about making an upgrade. Offering in-person events and conferences for your members and stakeholders is one thing. But properly engaging them while on site is quite another.

Mobile apps are the answer to properly engaging your attendees once they step foot into your event site. By supplying attendees with event details that are accessible in the palm of their hand, you're exhibiting a level of customer service that will translate into an organized, enjoyable experience that your attendees will want to buy into year after year.

Not to mention, if you have an expo or trade show, your sponsors and exhibitors will appreciate the additional value and visibility through your mobile app. And statistics show they are worth it. According to a Guidebook study, 91% of event planners cite positive return on investment from event apps.

### Survey Question:

Our organization has a good grasp on planning and hosting memorable and successful annual expos or trade shows, including effective booth management and boosting attendee experience.



**Your Answer:** Agree

**What This Means:** You're definitely on the right track, but it may be time to realize the beauty that is optimizing the planning process for your annual expo halls or trade shows.

In a 2029 Bizzabo Event Outlook Report, 90% of event marketers believe that technology has a major positive impact on the success of their events. Of course, this would include capturing booth revenue and providing the best service to your exhibitors.

Having a dedicated booth planning or floor plan tool saves planning time and allows you to focus more on creating a great conference experience for your exhibitors, sponsors, and attendees. Treat yourself, and cash in those manual processes for a tool that handles the grunt work for you.

### Survey Question:

Our organization has taken advantage of opportunities to boost member engagement, increase revenue and extend our reach by offering a virtual/online component to complement or replace our in-person events or conferences.



**Your Answer:** Agree

**What This Means:** We see you! You're savvy! Whether you have always embraced virtual meetings or are new to the game, it's great that you see the value in offering online versions or components of your in-person events. If recent happenings have taught us anything about event planning, it's that embracing virtual access extends your reach exponentially.

In a recent benchmark study completed by Personify, 85% of attendees stated they wanted virtual and hybrid event options, regardless of whether in-person options exist of now. And think of the broadened opportunity to capture additional revenue through increased attendance.

But why are we telling you this? You already get it! Keep folding in virtual event opportunities to reach those who can't or won't attend your in-person events.

### Survey Question:

Our members feel that we create value for them by offering online continuing education, certification programs, designation pathways, and other professional/career development.



**Your Answer:** Agree

**What This Means:** Since you see the value in education, you'll appreciate that a recent Personify benchmark study of association professionals revealed that when members were asked why they actively engage with their association, 46% said it was very important to have the chance to learn career skills or certifications.

In a digital world where people many people consult Google and YouTube for learning, your members are looking to your organization to create and deliver strong, relevant content that is specific to their jobs and industry. One way to optimize this delivery is through an online learning management system, where you can not only deliver content, but also design personalized learning pathways and automate the administration of certification and designation programs. This is the definition of meeting your members where they are!

**Pro tip:** think about monetizing your educational content to gain hefty returns on your efforts and investments...another thing that's easily handled by a learning management system.

### Survey Question:

We prepare our members for the next steps in their career by providing a dedicated job board focused on featuring industry jobs best filled by quality talent from our membership pool.



**Your Answer:** Agree

**What This Means:** You're members look to you for so much. Show them you are committed to connecting them to the next step in their career. By hosting your own job board or career center, you are not only giving members a look at relevant job postings for which they likely have automatic qualifications, but you are showing the industry that you are the leading source for top-tier, ready-to-go talent.

**Pro tip:** look for a job board or career center that will not only allow you to brand your site, but also generate non-dues revenue through selling postings. Companies and recruiters pay a pretty penny for posts on niche job board because they know the candidate quality will be there. Make sure you aren't missing out on capitalizing on that demand.

### Survey Question:

Our members are able to extend conversations and form meaningful relationships online through a dedicated, protected space to communicate, collaborate and learn.



**Your Answer:** Agree

**What This Means:** You've got the desire! Let's get you closer to your goals. Our society has never been so reliant on and supportive of communicating and connecting with one another online. In our personal lives, we use Facebook, Instagram, and TikTok to see our peers (well, and strangers) in action.

But for associations and non-profits, meaningful conversations are best fostered through dedicated and protected communities that are built to connect members to one another and to your organization while enhancing collaboration and knowledge sharing.

According to a report by GlobalWebIndex, members of community sites prefer online communities in comparison to social media sites for the following: Meaningful conversation (36% higher); Getting respect from others (28% higher); Feeling own self (24% higher); Being appreciated (21% higher); Getting voice heard (19% higher); Developing a sense of belonging (18% higher). Remain focused on how you can continue providing value for your members through your online community.

### Survey Question:

**Our members and industry stakeholders can easily find information about our organization's mission, events, and opportunities through a well-rounded web presence.**



**Your Answer:** Agree

**What This Means:** Seems like you're in the right frame of mind regarding additional websites. Having multiple websites dedicated to specific association events or conferences, shared interest groups, chapters, or special organizational efforts (such as advocacy) allows you to be hyperfocused on particular messaging or audiences while keeping connections to your main website.

This connects a network of information for your organization together and ensures you are getting closer to your goals. Having additional topical websites--also known as microsites--are affordable and quick to stand up, while also having the impact on better SEO and ease of use.

Not to mention you can declutter and simplify your organization's main home page if you are utilizing additional websites well. The main thing is keeping your membership at the center of your efforts and making sure they have easy access to information. You're on the right track here!

# How Personify Can Help

## Discover solutions that can improve your organization's health

Based on the results of your assessment and resulting health score, we think you'll enjoy learning about a few solutions by Personify that will help take your organization to the next level. You have diverse technology needs to support serving and growing your membership. Personify's integrated solutions empower organizations of all sizes to create the experience that's right for your members while saving you and your staff administrative time. No matter your organization's size or pain points, we can help you. Below are some suggestions to get the ball rolling, but please reach out if you'd like to learn more.



Built specifically for small member-based organizations such as associations, clubs, fraternities, sororities, along with small-to-midsized donor-based nonprofit organizations, Wild Apricot is a membership management software solution that is a superior alternative to juggling several technology solutions such as Excel, Access, WordPress, Eventbrite and Mailchimp. Wild Apricot offers frictionless setup and onboarding so you and your organization can start saving time, boosting productivity, and generating revenue immediately. Empower staff to manage your organization's database, website, member and donor communications, online payment transactions, events and online store all from one easy-to-use, cloud-based solution.



Associations and non-profits have a unique opportunity to provide dedicated space for members and industry stakeholders to build active and engaged communities.

Personify Community is built to help member-based organizations offer a branded and protected online platform for members to chat, share, learn and act. Foster peer-to-peer digital connections, communicate via forums, give shared interest groups dedicated space, boost engagement with gamification, all in service to member satisfaction and loyalty.

Have a virtual or hybrid event? Or maybe you want to supplement your in-person trade shows with online engagement before, during and after your events? Community is the perfect solution to obtain these event goals while keeping your attendees, exhibitors and sponsors engaged.

Finally, Community connects with Personify's member management software solutions, helping you save time, boost staff productivity, and drive member growth.



Events are a critical part of your organization's growth, especially when you have an expo or trade show component. So much to plan! So many logistics! A2Z is a powerful expo and event management software that's a show planner's answer to simplifying event planning, collecting revenue, and delighting attendees. With robust expo management, conference management, mobile app, and event marketing capabilities, you have everything you need to save time, boost efficiency, and drive revenue when planning your events and conferences.



Sometimes, you just need more power, especially when it comes to event registration. ePly gives you the power to plan events of any size and complexity. Experience the flexibility and simplicity of an event registration software that reduces the friction of planning and executing events, while creating enthusiastic, repeat attendees. With ePly, build mobile-friendly registration forms, track payments and other financials, promote event with a branded website, create badges and certificates, manage tickets and waitlists, execute on-site check-in, and offer a branded attendee app. All backed by top-notch client service. Save time, boost productivity, and manage revenue with ePly, which is also connects with Personify's member management solutions.



One of the biggest reasons members are attracted to belonging to an association is the promise of being assisted in their professional development through skills development, certification, and special designation. With MC | LMS by Personify, offer an intuitive platform on which your members and prospects can travel their custom learning journeys when on their time, saving you time and administrative fuss. Automate certificate generation, and track performing for content optimization. And, best of all, our LMS is integrated with other Personify solutions, so your staff can continue meeting goals without wasting time and energy. Meet member needs, grow your credibility, and remain relevant with learning management by Personify.



One of the best ways to show your members how much you value them is to show them you value their success. Having a customized job board for your organization is a great way of doing that. And with MC | Job Board by Personify, everyone wins. Your members win because they are being connected with jobs in their field that will help them take their next career step. Employers win because they're confident their job postings are getting in front of qualified and motivated candidates; the value of their dollar is immediately justified. And YOU win because you're offering increased member value and generating a hefty and reliable source of non-dues revenue. Connect your job board to other Personify solutions for even more efficiency and ease of use.



## Additional Websites



Having different websites for specific events, subgroups, and efforts (sometimes referred to as microsites) helps your organization reach more people with targeted intention. Personify can help you get your main organization website set up as part of your member management solution onboarding, but we can also help strategize implementation of additional websites, so your audience has all the information they need about your offerings. When you join the Personify family, make sure you ask your sales representative about adding additional websites based on your goals and needs.

Interested in learning more about how Personify can help you?

Give us a call today at **404.879.2800 ext. 1** or [visit our website.](#)