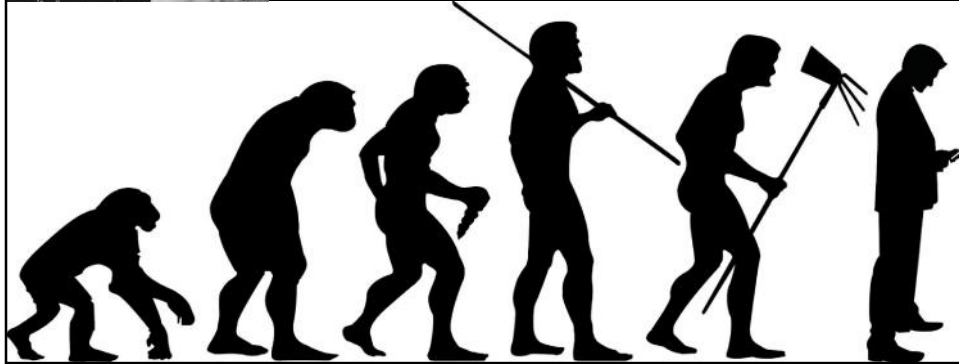




The Evolution of Membership! Shawna Suckow, CMP



**THE END OF
THE ASSOCIATION
AS WE KNOW IT.**

WHY?

- TIME COMPRESSION
- LOW PRIORITY
- STAGNANT
- THOSE PESKY MILLENNIALS
- DECREASING RELEVANCE



WHY DO THEY COME?

COMMUNITY
COLLABORATION
CONTENT
CELEBRATION
CHANGE

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GOING AWAY!

COMMUNITY
COLLABORATION
~~C~~ONTENT
CELEBRATION
CHANGE

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IF NOT CONTENT, THEN...



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Encourage

TRIBES.

DISRUPT

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Why Did You Join?
Why Do You Still
Attend?

What purpose does your
Association serve
TODAY?

**We're going to
think of this Association
like a sales process.**

NEWCOMERS

WHO

**Do you want
to attract?**

NEWCOMERS

WHAT

**do you have to offer
them?**

**What do they
Want?**

NEWCOMERS

WHERE
Can you find
them?

NEWCOMERS

WHEN
Do THEY want to
meet?
(How long, how often)

NEWCOMERS

WHY

Should they
choose your
association?



Start with one change.



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Thanks!

