

Enhancing the Member Experience

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Overview

Influences of Members Experiences

Member Experience in Associations

Focus Today – Chapter Meetings

- Luncheons
- Conferences
- Any In Person Event



Challenges Today



GROUP ACTIVITIES

What about this experience is enticing to people?



Elements of a Thriving Member Experience

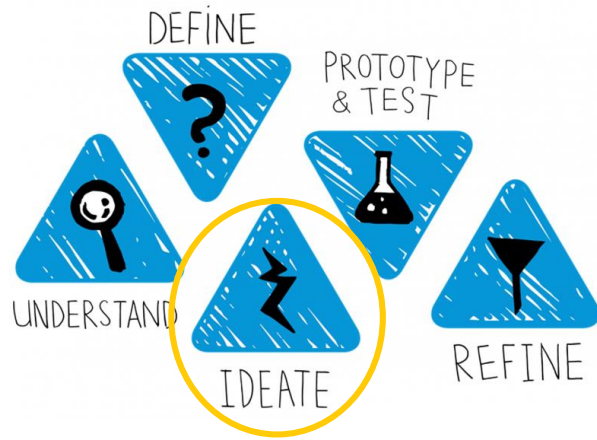
View through attendees point of view

Create a sense of FOMO

Keep it people focused, not event focused



Design Thinking



Member
People Outcome

Shared Outcomes

*Impact, Energy, Knowledge,
Community, etc.*

Chapter
Business Outcome

Partner
Collaborative Outcome



Outcome Examples

Chapter – Business Outcome

- Number of attendees at an event (45) and 75% are members
- Number of first time attendees compared to return attendees

Member – People Outcome

- What do we want them to say about the event?
- What do we want them to feel about the event?

Partner – Collaborative Outcome

- How can they impact the event and member experience?
- What value are they bringing to the event?



Plan the Event



Pick a portion of the event to focus on:

- Promotion/Marketing
- Registration
- Onsite Check-in
- Meal/Venue
- Speaker
- Leaving

Walk through the 3 focuses

- What does the attendee see, expect?
- What needs to change to make this happen?



Time for a Reality Check

It's easy to continue to do what we've always done

Never get everyone there (just not possible and that's okay)

- Schedules compete
- Location not worth the hassle
- Not a priority
- They are not as invested as we are



Things to Remember

Focus on your outcomes

Focus on the experience

Focus on making the changes that matter

It's okay to try and fail



How to Start in Your Chapter

Focus on the outcomes (continuously)

Look at your events to where you make the biggest impact

Don't do everything at once. Try one thing at a time.



