Enhancing the Member Experience

TREVOR S. MITCHELL, MBA, CAE
EXECUTIVE DIRECTOR/CEO
AMERICAN MENSA & MENSA FOUNDATION

Overview

Influences of Members Experiences
Member Experience in Associations
Focus Today – Chapter Meetings
• Luncheons
• Conferences
• Any In Person Event
Challenges Today
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.
Trevor S. Mitchell, MBA, CAE
Executive Director/CEO
American Mensa & Mensa Foundation
trevormitchellcae@gmail.com
@trevm22
www.trevormitchellcae.com