

	Digital Excellence Keynote Sessions (Main Auditorium)	Membership Seminar Track (Room 1)	Governance /CPD Seminar Track (Room 2)	Member Research Seminar Track (Room 3)	Membership Hacks Seminars (Room 4)	Provider Showcase A (Room 5)	Provider Showcase B (Room 6)
09:25	Welcome and Introduction - <i>Richard Gott, MemberWise Network Chair</i>	This seminar track is supported by <b>MillerTech</b> and commences at 10:10	This seminar track is supported by <b>the CPD Standards Office</b> and commences at 10:10	This seminar track is supported by <b>Research by Design</b> and commences at 10:10	This seminar track commences at 10:10	This seminar track commences at 10:10	This seminar track commences at 10:10
09:30	1 Member Value 2025: Make or Break - How Will You Fare? <i>Richard Gott, Membership Champion, MemberWise Network</i>						
10:00 to 10:10 - Movement Time							
10:10	2 The Biggest Change to Membership in 50 Years (The IOP Story) <i>Stephanie Richardson, Head of Professional Recognition and Progression, Institute of Physics</i>	Fit for the Future - The FSRH Modernisation Journey <i>Jane Hatfield, CEO, FSRH</i>	Governance Fundamentals & Mechanics - Recognising Challenges & Planning, Roles & Responsibilities <i>Susie Kay, CEO, Professionalism Group</i>	Designing and Using Research to Bring About Strategic Change <i>Heather Forrester, Managing Director, Research by Design &amp; Hilary White, Membership Manager, Royal Society of Chemistry</i>	Innovative Approaches to New Member Acquisition	First Year Members - How and Why Calling Them Will Improve Retention ( <i>Chord Partner Showcase</i> )	Automating Association Engagement ( <i>Higher Logic Partner Showcase</i> )
10:40 to 10:50 - Movement Time							
10:50	3 Small Talks - Big Results! - Transforming Local Member Attendance into Engaged Participation <i>Dian Small, London Regional Director, Royal Institute of British Architects (RIBA)</i>	Busting internal silos and delivering tangible member value and engagement via transformation - Now there's an idea! <i>Mike Wharton, Head of Business Development, NFRC</i>	Leadership Structure - Ensuring Your Governance Relationships & Dynamics Have the Right Impact <i>Andrew Chamberlain, Managing Director, Consort Strategy</i>	Converting a Royal College to an Engaged Community <i>Dr Linda Irvine, Deputy CEO, Royal College of Physicians and Surgeons of Glasgow</i>	The Member Retention Optimiser	The Association of the Future: Leading Indicators vs Lagging Indicators on your dashboard ( <i>Fonteva Partner Showcase</i> )	Supercharge your Microsoft Dynamics Membership platform. You might be surprised how much can be achieved in 2 years! ( <i>Silverbear Partner Showcase</i> )
11:20 Networking/Refreshment Break							
11:50	4 Thinking Outside the Bucket (The Woodland Trust Story) <i>Emma Hadley, Membership Communications Manager &amp; Karen Richardson, Lead Retention and Engagement Manager, Woodland Trust</i>	Member 'Nudging' Revisited: Learn how to apply this Nobel Prize winning research to engage your members <i>Maria Borstnar, Consumer Psychologist, Nudge2Engage</i>	How to Identify Good Financial Health - Quick Wins, Must Haves & Bear Traps <i>Andrew Stickland, Partner, Kingston Smith LLP</i>	The Shifting Landscape of Member Expectations <i>Dr Laura Chamberlain, Principal Teaching Fellow of Marketing, Warwick Business School, Warwick University</i>	Recruiting Members with a Shoe-String Budget ( <i>Institute of Chartered Foresters</i> )	Pain or pleasure - what sort of relationship do your CRM and CMS have? ( <i>Trillium Partner Showcase</i> )	Amplify Your Reach: Frictionless Multi-Channel Engagement ( <i>Cantarus Partner Showcase</i> )
12:20 to 12:30 - Movement Time							
12:30	5 Providing Enhanced Member Engagement at a Local Level <i>Stephen Loweth, National Officer, and Simon Ayre, Project Manager, Unison</i>	Focusing on Member Experience to Increase Member Conversions (The APM Story) <i>Stewart Longhurst, Head of Digital</i>	Governance Surgery - Get It Right and Keep It that Way - Find The Answers Today <i>Susie Kay &amp; Andrew Chamberlain</i>	Consulting Members on Their Needs, Not Ours <i>Sean Henderson-Kelly, Membership and Public Relations Manager, The Society and College of Radiographers</i>	Rocket Powering Member Value	SmartImpact Showcase - The smart approach - using intelligent systems for measuring member engagement ( <i>SmartImpact Partner Showcase</i> )	Print is Dead. No it's not. See why. ( <i>Membership Plus Partner Showcase</i> )
13:00 Networking Lunch and Trade Exhibition							
14:00	6 400 Days later - How We are Transforming the Face of Member Engagement <i>Alice Dartnell, Member Engagement Manager, RCOA</i>	Why Do People Want to Belong? <i>Darryl Howes, Director, DDNS Consulting Ltd</i>	Ensuring CPD is Fit for the Future and Makes a Difference to Members and to the World (The RIBA Story) <i>Joni Tyler, Head of CPD, RIBA</i>	Throwing the Consultation Net Wide <i>Sue Kellie, Deputy CEO, British Dietetic Association</i>	Improving & Optimising Member Journeys/ Experience	How to Benefit from Fully Integrated Technologies ( <i>YourMembership Partner Showcase</i> )	Member Engagement in the GDPR Era ( <i>ASI Europe Partner Showcase</i> )
14:30 to 14:40 - Movement Time							
14:40	7 Transitioning Membership from Operational to Strategic Celebrity Status <i>Dale Ellis, Head of Membership, British Academy of Film and Television Arts (BAFTA)</i>	A Refreshed Member Gateway Leading to Increased New Member Acquisition (The IGEM Story) <i>Stephen O'Reilly, Director, Loud Marketing &amp; Simon Trollope, Head of Product &amp; Market Development, Institution of Gas Engineers and Managers (IGEM)</i>	If You Don't Care about YOUR Development - Who Does? <i>Melanie Strachan, L &amp; D Manager, RCGP</i>	Discovering the Insights to Keep Us on Top of Our Game <i>Tim Gray, Director of Business and Membership, Institute of Groundsmanship &amp; Emma Thompson, Consultant, Ashridge Communications</i>	Your membership focused GDPR challenges addressed, what we've learnt ( <i>Member360</i> )	Driving Membership Growth via System/Process Consolidation & Benefit Bundles ( <i>AdvantageCS Partner Showcase</i> )	
15:10 to 15:20 - Movement Time							
15:20	8 Member Engagement and Value: Balancing "Fit For Purpose" with "Ideal" Outcomes <i>Chemical Industries Association (CIA)</i>	Optimising Member Value via Face-to-Face - Our Journey... <i>Laura Bridgestock, Marketing &amp; Communications Coordinator &amp; Vicky Eaton, Membership Coordinator, National Association for Able Children in Education (NACE)</i>	How a Small Organisation Can Think Big About CPD <i>Katherine Elworthy, CEO &amp; Hayley McLennan, Learning &amp; Events Executive, BIID</i>	Debate: Member Research DIY v Research Agency <i>Membership Research Expert Panel</i>	Preparing for 'Planet Millennial'		
15:50 Networking/Refreshment Break							
16:20	9 Challenging the Member Experience to Inform, Inspire and Connect <i>Adrian Dougherty Director of Member Experience &amp; Community, Chartered College of Teaching (CCOT)</i>	Member-Benchmarking - How to Attract & Retain More Members (From the Golf Course to Leasing Trade Bodies) <i>Tonnis van Dam, Benchmarking Director, Compare 2 Compete</i>	Society of Association and Membership Professionals (SAMP) Update Session <i>Susie Kay, CEO, Professionalism Group</i>	Surgery: How to Get the Best from Questionnaire Design - A Chance to Receive Advice on your Questionnaire <i>Elsbeth Bradley, Research Director and Lindsey Nadin, Associate Director, Research by Design</i>	Participation Maximiser - Volunteers/Committee Members		
16:50 to 17:00 - Movement Time							
17:00	MEMX 2018 Power-Down Session	-	-	-	-		
17:15 Professional Networking Drinks Reception							