



# INCREASING ASSOCIATION ENGAGEMENT



## INTRODUCTION

A prominent professional association, boasting over 4,000 members, sought the guidance of **Bâton Global (B|G)** in adapting to a rapidly changing technological landscape.



## THE STORY

This professional organization is committed to enhancing the expertise and career growth of its members through education, resources, and advocacy. It offers ongoing professional development opportunities, a network for collaboration, and current industry insights to maintain the highest standards of practice and ethics within the profession it represents.



## THE CHALLENGE

Navigating disruptive technological shifts, the association aimed to maintain relevance and chart a path for informed growth. To tackle this challenge, **B|G** undertook extensive research and survey initiatives targeting various groups.



## THE CHOICE

**B|G** conducted comprehensive external and secondary research, administering tailored surveys to current, former, and non-members. The critical insights gained enabled the association to refine programming, augment engagement opportunities, and attract new members. With actionable insights in tow, the association developed the tools to revamp its member engagement strategies and expand its membership base, using data-driven approaches to drive its growth.

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## INCREASING ASSOCIATION ENGAGEMENT

A leading professional association with over 4,000 members faced the challenge of evolving in a landscape disrupted by technological shifts. To ensure continued relevance and informed growth, they sought the assistance of **Bâton Global (B|G)**.

B|G initiated comprehensive external research to grasp the prevailing trends in association management. They administered surveys to current, former, and non-members to understand evolving demographics, preferred communication methods, learning styles, content interests, and perceived value of services. Critical insights from this survey enabled the association to refine programming, enhance engagement opportunities, and attract fresh memberships.

B|G additionally pursued secondary research that provided a thorough understanding of challenges and opportunities encountered by professional associations. This approach culminated in a report summarizing these insights.

Stakeholder interviews were conducted with diverse groups, and surveys tailored to their specific needs were developed and approved by the client. Through an online platform, B|G administered surveys, monitored response rates, and methodically analyzed results, presenting key findings to the client.

The actionable insights provided by B|G empowered the association to foster enhanced member engagement and expand its membership base. With data-driven strategies, the association developed a solid foundation to propel its growth and refine marketing approaches.

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THAT ACHIEVES YOUR GOALS.



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