



Intelligent Engagement 101

Take a few minutes to consider your member engagement activities. Where could you take them from here? Use the questions below to help get your creativity flowing.

How do you define engagement? How do you measure it?

What are you doing or what have you done to engage your members? What is working well and what are the challenges? (community, newsletters, email marketing, new member campaigns)

What are the moments in the member journey where you have an opportunity to connect with them? (on-boarding new members, certification process, conference experience, renewal process)

What resources do you have that would help build the ideal member? What behavior/actions would you like to encourage? Think about all your benefits. Think about the value proposition of your organization, your educational content, live education and conferences, on-demand ed, industry expertise, mentorship, volunteer opportunities, networking opportunities, community...



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