Hello Tom

Happy New Year from all of us at AAE!

We have an exciting programme of events planned for 2020 designed specifically for Association members. The Spring offering includes four high-level training Masterclasses, more details below.

**Intelligent Member Relationship Management**

28 February 2020, London

Knowing how, when and why members engage with your organisation - combined with an understanding of their profile - can help drive individual journeys that increase engagement and demonstrate the value of membership. Success relies on the collection of the right data, its management and use. By attending this Masterclass, you will learn how to:

- Leverage two major assets of your organisation – your member data and your investment in CRM
- Review and enhance your processes for data acquisition, management, analysis and application to help drive the efficiency and effectiveness of your member relations
- Establish new trains of thought in addressing member management, acquisition, retention and growth

For more information and to book click here >>

**CRM and Digital Transformation for Associations**

18 March 2020, London

Digital transformation has been a buzz word in the sector for some time now, but what does it really mean? More importantly, what does it mean for your organisation and how should you go about it? Attend this Masterclass and learn how to:

- Implement effective digital change
- Define and agree the scope of your project
- Manage the impact the project will have on your organisation and plan on how to manage the change effectively

For more information and to book click here>>

**Enhancing Your Conferences & Events for Surplus and Success**

23 March 2020, London
Conferences and events are often the most significant revenue stream for associations and upskilling your teams’ knowledge and expertise in this complex area is a crucial step in securing the financial future of your association. By attending this Masterclass, you will learn how to:

- Develop your value proposition
- Examine your business models and budgets for greater surplus
- Manage stakeholders more effectively
- Create your audience

**For more information and to book click here >>**

**Social Media Strategy for Associations**

23 April 2020, London

This Masterclass is an opportunity to find out how you can benefit from the growth of social media as a marketing channel, and how that applies to associations and membership organisations in 2020. Attend this Masterclass and you will learn:

- The role of digital marketing strategy in relation to your wider Association strategy
- How to incorporate social media as a tool to help you run a productive and rewarding Association
- The importance of the customer journey - who is your audience and how to target them
- Effective use of Google Analytics to better understand where your audience comes from

**For more information and to book click here >>**

Early booker rate finishes on the 31 January for both the **CRM and Digital Transformation for Associations** and **Enhancing your Conferences and Events for Surplus and Success** Masterclasses so book now to take advantage.

If you have any questions regarding any of the Masterclasses or registration please email me at sally.bradiy@associationexecutives.org

With many thanks

Sally

Sally Bradley
Marketing Manager
Association of Association Executives

PS. To attend AAE events you need to either Subscribe on the new website or Join (at no fee), after which you won't need to enter all your details when booking your sessions and social events etc, or to access the videos of the talks after the event.