

Enabling Chambers Of Commerce To Thrive



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Introduction

Chambers of commerce, like businesses and governments, are experiencing new challenges and opportunities in the age of COVID-19. From adapting to working from home to convincing members to renew in times of crisis, the challenges are diverse and increasingly difficult to overcome. By using pandemic to adapt and reevaluate normal practices, chambers of commerce can turn the COVID-19 into an opportunity for growth.

Glue Up put together a resource guide for chamber professionals from tips and how-tos for navigating and embracing the shift from in-person engagement to digital engagement.

This e-book aims to guide chambers of commerce into what strategies they need to put in place to be ready for the post-pandemic world. The global pandemic has altered business as we know it, and business communities must adapt to survive.

Are you looking for a new ways to transform your chamber digitally? [Book a demo with us](#) and we'll give you a tour of our all-in-one chamber management software!

The team at Glue Up

Top 10 Strategies To Build A Successful Chamber



Building a successful chamber is a matter of meaningful, well-planned strategy and execution. The potential for growth is endless and in the process, you can serve members while raising your profile. The good news is that it doesn't have to be hard. With these 10 chamber success strategies, between themes of offering, planning, and membership, we have outlined the best ways to build a chamber you can be proud of.

When passionate, enthusiastic people come together on a regular and punctual basis, good things can take off in the local community!

1. Create Value

In the world of work, networking contacts are easily forgotten. But once in a while, we connect with someone who makes a significant impact on us. Being that person for someone else gives members the chance to contribute to the wider business community in a variety of ways.

Each member brings their own experiences, skill sets and networks along with them, so why not maximize them and create even more? Value is what makes members feel connected to each other

and to your Chamber, so putting it at the forefront of your chamber success strategies is sure to create lasting worthwhile relationships.

2. Opportunities for Education

Growth never stops and as professionals, upskilling is a way to ensure that you can get the most out of your industry. Chambers can play a role in providing opportunities for education through events and dialogue. From digital transformation to mentoring, providing opportunities for members to improve themselves not only makes your Chamber worth their contribution but enriches your quality relationship with them.

Equally, it will set your Chamber apart from most others and create a reputation of self-development and opportunity. Providing education can equally take place through a diversity of means. Blogs, Q&As, and surveys allow you to find your member's specific preferences and cater to them. Being attentive lets you know your members inside out. Education is one of the most organic chamber success strategies because it creates a two-way relationship in which both sides can benefit and collaborate.

3. Create a Community

A sense of community is what separates your Chamber from a business that just talks at disaffected customers. Communities are made up of like-minded individuals who are working towards a greater goal for their joint benefit. You can create community through engaging with the immediate location of your Chamber. Education, parks, local spaces, and healthcare are all part of the bigger picture.

Meeting the needs of your local community is how you demonstrate care and passion for the symbiotic relationship between community and business. Being a prominent part of the community builds a trust that could attract others to want to be a part of your Chamber and make it a success.

The community can even be extended to the online world. Professional social media platforms such as LinkedIn can become equally as key to keeping everyone in the loop. Successful chamber

strategies often start outside the Chamber with the community surrounding it and focus on how these groups can be brought closer to the Chamber itself.

4. Think Long Term

Short term results are an easy prize. Interest, however, is short-lived. Focusing on enabling long term relationships will benefit your chamber more. Not only are these in themselves a powerful resource, but they can also supply repeated results that will grow consistently over time with your Chamber. Thinking long term means doing away with personal self-gain and instead investing in a meaningful future for your Chamber - it may not produce instant results, but it is truly rewarding in the long term.

5. Marketing and Branding

Giving your Chamber its own identity makes it unique and easy to differentiate from others. Branding is a way of creating a story around yourselves and marketing is a way of communicating this to potential members. Digitally, it is the best way of engaging with the upcoming, millennial audience of young professionals and diversifying your membership.

Catering your marketing materials to the specific demographic your chamber aims to represent equally makes your marketing more precise. Whether it is young professionals, entrepreneurs, family businesses or agriculture, each must feel like the materials they interact with were made specifically for them.

6. Leadership

A successful chamber has leadership at its helm. The role of a committee is to steer a chamber's general direction, but executive leadership is what provides the driving initiative for them to follow.

Good leadership listens and directs while ensuring that the Chamber fulfills its purpose - both members and committees should be involved in decision making and the results recorded and assessed so their successes and failures can be recorded.

Leaders can become a part of important conversations that move commerce forward through joining committees, legislative affairs meetings and interactions with local government policy. If your chamber can position itself as a leader of opinion, more people are likely to engage with it as a body they respect.

7. Data

Data is the number **one** tool for understanding, processing and planning goals for your Chamber. Using an online contact management system (CMS) to track your members' attendance, preferences and availability is just the beginning. Your chamber should be able to understand what they are experiencing within the business world, what their challenges are, and where they see themselves heading in the future.

All-in-one software is convenient because it takes the pressure off Chamber staff and it creates success stories too. The Italian Chamber of Commerce's [30%](#) growth with Glue Up shows that when data is used and combined with an all-round strategy, solid growth can be achieved. This part of the modernization that all Chambers need to undergo to put their best foot forward in a digitalized world.

8. Philosophy

An operating philosophy is made up of the core principles of your Chamber. What guiding principle unites your membership, executive and committee? How can they be projected in a way that attracts people? What place do these principles have in your Chamber's future and what do you hope to achieve with them?

An operating philosophy is much more than just words on display. It should be representative of your Chamber and the ways it operates, true authenticity is the one consistent attraction for new members and acts as a reminder of those within your chamber of what they are striving for. This is one of the chamber success strategies you just can't fake!

9. Retention

More important than attracting new members, retention is what gives your successful Chamber strategy sustainable longevity. Whether it is over 9 months or 5 years, member retention maintains steady growth. The 2017 Chamber of Commerce Executives Trends in Chamber Operations [report](#) shows that average member retention levels stay between 85% and 87%. When first-year membership is examined specifically, this figure drops even further down to a concerning 63%.

Making sure members stick around is all about giving them something to look forward to that is worth the fee. There is a positive correlation between membership and value - the more value provided, the more chance of your retention rate reflecting a satisfied and happy membership.

Member retention is boosted by a combination of meaningful engagement, feedback, and interaction. Organic, non-forced engagement with a chamber is what makes members join and **stay** for the foreseeable future.

10. Participation

Participation is one of the key ways of interacting with your membership; not only at events but through surveys and emails to collect feedback and allow them to shape the chamber they are a part of. Active contact makes members feel that their voice is valued and appreciated, and brings them even further into the fold. This successful chamber strategy is sure to help staff relate to members as unique individuals with their own separate interests and occupations to build a rapport with them too.

The digital economy has changed the way chambers communicate with their membership and vice versa. Because more people are spending more of their time online, communication must be done both online and in-person to make sure that no one gets left behind. Being adaptable enough to operate on both fronts is essential for capturing the majority of your membership, irrespective of their age.

Community Leadership

Community leadership creates an enthusiastic, engaged membership. Get involved with community leaders at ground level - their visibility can transfer to the Chamber and this can create a local buzz. Celebrating those who are leaders in their own way is a great idea - i.e. awarding “Student Entrepreneur of the Year” and similar awards in partnership with local education institutions can drive interest and publicity. Successful chamber strategies are all about appealing to those who are already existing members and those with **just** as much potential to join in the future.

Building a successful chamber starts with understanding what you are offering, what you plan to do and what this can do for your membership. In the long term, these measures can become the key to repeated, consistent growth. Any dynamic organization can reinvent and adapt itself, no matter the landscape.

26 Ways To Provide Value For Your Members



Success! Your chamber has managed to attract new members. But what next? Holding on to your members is as crucial a task as acquiring them, and can be daunting. Making sure you provide value with your membership package is an obvious necessity, but in times of change and accelerated digital growth how can you stay on top of the trends?

We all know that membership is critical for the success and future sustainability of chambers and associations. Paying members will expect tangible benefits from your chamber that reflect the value of their annual membership subscription, so providing this value and improving it as member needs and challenges evolve is a fundamental tenet of chamber functions.

A research publication from [ASAE Press](#) assessed the importance of different individual field-wide benefits of memberships to people who were thinking of joining.

The highest-rated individual benefits were:

- Networking
- Access to current information on one's field
- Professional development

The highest-rated field benefits were:

- Promotion of the field
- Creation of standards & codes of ethics
- Advocacy

The study shows that these benefits are the lifeblood of any chamber success, attracting and retaining new members, and the areas where you should be injecting value the most. But in today's rapidly changing society where new generations of members have higher expectations than before, how are chambers to provide meaningful value that keeps members engaged? The following tips should guide you through providing and improving membership value.

Embrace Digital Transformation

Assessing and implementing digital methods to support and improve membership processes is the best way to stay relevant and valuable to your members. In an environment where advances in technology mean that business owners and stakeholders can find digital tools that could potentially replace the benefits of a chamber membership, digital transformation is essential. Dues-paying members will expect chambers to have a well-established website and social media, updated mobile apps, and digital tools to create an impressive web presence.

As Richard Gott, the [Founder of The MemberWise Network](#), puts it: “The membership and chamber sector is waking up to the fact that future long-term member value and growth requires a deeper focus on online membership experience and engagement”

Prioritize communication

Use blogs, forums, wiki and collaboration pages, and micro-blogging features to ensure information is readily available for your members. Members can interact with your Chamber and update their preferences easily with quizzes and surveys. A two-way communication pool will

increase the membership value significantly as members feel listened to and catered for. Be attentive and prove that you know what your members want by implementing their suggestions and recognizing their needs. Don't be afraid of constructive criticism!

Listen

Listening is a critical part of a two-way communication system. Members will often ask for what they need or want and implementing their desires will be a surefire way of proving your worth to them.

Stay human

A faceless automaton running a chamber is not a good look, and members will lose interest in their membership if they feel as though the chamber is inhuman and impersonal. Members would rather hear from their Chamber's too much rather than not at all. Provide information on a daily basis, whether it be through social media, email marketing, blogs, newsletters, or RSS feeds, and make sure you maintain a human presence and likable attitude. The more they hear from you, the more they'll be able to say about what it is you do for them - don't keep all your correspondence virtual!

Outline Your Goals

Broadcasting your goals and agenda will delineate your chamber's focus and help members pinpoint exactly what it is your chamber does and what is useful to them.

Be Fast

Do not make members wait - members will expect responses to their concerns and queries fast. The first way to increase value is simply to increase the speed you deliver the kind of value members are paying for. The faster, the better. You will perceive a direct correlation between speed and efficacy and value.

Get to Know Your Members

Know your audience inside and out. Value can be subjective so it is imperative to hone in on your audience and understand what their marketing objectives are. Sometimes your events, marketing, and messages communicating value may be different depending on the kind of member you are

trying to reach. Use surveys to keep on top of member concerns, desires, and ideas. Members will value a chamber more that actively wants to know them.

Implement Tiered Dues

Some chambers will have a one-size-fits-all membership and that could work for them. But do your members have varied priorities? If so, implementing tiered dues will increase the value of your chamber membership. You could complete a member needs assessment to determine what is important to their success and what benefits are truly valuable to them. Build your membership levels accordingly. You will be able to see paradigms that will help you determine what benefits are most valuable to members at different stages of growth. Assess the level of value you will provide for each tier and correspond value to cost.

If you choose this approach, your Chamber needs to use targeted marketing that appeals directly to specific membership categories.

Segment Memberships

Segmenting your memberships allows you to send only targeted, relevant information to members with and across the different tiers already implemented. You could, for example, segment into small and large businesses, or allow members to choose the level of their subscription so that they only receive the information they really want.

Inject Variety into Your Events

Host events for different segmented members. Regularly orchestrate events that are helpful for members with larger organizations and host separate events for smaller, growing businesses in the area, ensuring each and every one of your members is gaining value that is specific and relevant to their needs and interests.

Innovate

Inject new life and spirit into the membership community by trying something new and unusual, whether this be throwing a different kind of event, hosting a blog or video series on your site, or something else. Keeping things exciting will energize your members and keep their interest

hooked. You can brainstorm with anyone to find something fitting and exciting to try. You could even offer perks to the first ten businesses who tweet or share an idea with you.

Offer Benefits

These can be discounts, early bird registration for events, or useful information in the form of webinars or online material. Furthermore, offering affinity programs at reduced rates will save members time & money and show that they are investing in a membership that is abundant in ROI. These programs can include group benefits, payroll, insurance, merchant services, and other business cost reductions. Think if you could offer a product or service of good value at a lower price than usual. Making savings and providing valuable commodities to your members will prove to them that their membership is worthwhile again and again.

Improve Their SEO

Your members with an online presence might sometimes struggle with SEO. Hosting links on your website that lead to theirs can improve their search rankings making them value their membership as it brings them more business.

Have Expert Customer Service

Make sure your customer service is top-notch. People can be easily affected by friendliness and helpfulness, and equally affected by rudeness. Your customer service representatives have to leave a good impression and be easily accessible to attend to the needs of your members. Having a real person available to deal with any queries from your members in real-time is significantly more valuable than having a bot respond in place of a human.

Allow Members to Update their Information

Give members the opportunity to save themselves and your chamber time by allowing them to update their own information. This can be done according to their schedule and will benefit your admins too as they will not have to make multiple changes to every profile over the year. As more chambers add an internet presence and social media platforms, it is more efficient to have members update their listings accordingly.

Take them to School

Offer exclusive educational opportunities to your members. You are the proprietor of important economic information about your area that you can share on your site for member businesses to access. Keep a steady flow of blog posts, articles, webinars and other materials tailored to educate your member community in ways they wouldn't be able to without your chamber.

Think Quality not Quantity

Because nowadays information is easily accessible through the internet, the quality of the information you offer your members is of top priority. Quality is also whatever your members say it is, so listen to the kind of things they want to be accessing and provide it to them faster than is possible through other channels.

Update Your Design

Do not underestimate the value of design. You can add value to a product or service by improving the design. Improve the design of your website and online content - such as blogs, emails, and social media - to make it more visually attractive and simple to use. Glue Up can help you in this way by making web design and updates easy!

Provide Meaningful Support

Focus on ways to help your members in acquiring customers, branding, selling and growing. In order to succeed in this, chambers must be dialed into the community through channels, social media, business relationships, and best practice advising. Jeff Motter, CEO, and chief marketing officer of [East Bay Marketing Group](#) says "To give real value and actually help the members, I think it's imperative to provide information and resources that teach them how to attract customers in the real world. Get people who know how to generate qualified leads, convert them and repeat the process at-will to come in and show them how to work on their business, not in it."

Offer Exclusive Promotions

Promotion opportunities such as allowing member businesses to post discounts on your chamber website for your members to use not only brings revenue to the businesses, but also provides perks

for the other chamber members. Having this online community as a secure environment in which to offer deals additionally makes your website more appealing.

Recruit Volunteers from Your Member Community

Offer positions within the chamber - volunteering positions or even jobs within the chamber can allow members to give back and feel involved, whilst placing them at the center of a networking opportunity. For example, having members volunteer to deliver chamber directories door-to-door will allow them to benefit from connecting with 100s of Chamber members directly.

Post Job Opportunities

Have an online job board or career center. Helping members search for jobs in the area or allowing them to sign up for alerts for when new positions become available adds another dimension to your chamber website that makes it valuable to your members. In addition, you could allow member businesses to post jobs on your site, facilitating a hiring process that can otherwise be very costly.

Map Membership Progress

Show that you really care about individuals by sending updates and emails about their progress within the chamber. Congratulate them on birthdays, joining anniversaries, and other special events. Showing that you value them will result in them valuing your chamber a lot more.

Say Thank You

Acknowledge and reward your stars. Whether it's employees or members with the largest number of referrals, make sure that they know they are appreciated and an asset to your chamber. Letting members know that they are integral to the success of your chamber will increase their sense of value for their membership.

And finally:

Communicate Your Value

Explain to your members in direct terms what the tangible value they will gain through their membership. Communicating value is sometimes just as crucial as offering value. Tell your members what company, sector and business size will attend certain events, how many attendees

are expected and what they will walk away with at the end of the day. Remind them frequently of the networking and professional development opportunities you can offer, and direct them to the informational and educational benefits your chamber offers.

Providing Value To Members In A Post-Pandemic World



The pandemic has undoubtedly left the event industry in huge trouble. It's a wake-up call for businesses: it's the most serious shift the industry has faced and is forcing chambers to rethink their business models. We may never go back to the same industry that we had before. Taking this into account, there are a couple main things that chambers must do in order to move forward.

First, remember that you hold influence in your society! The trajectory of the event business is going to be largely impacted by the decisions of your local government. It's extremely important to advocate the government to support local businesses during the shutdown and as reopening begins. This could mean the difference between surviving the pandemic and shutting down.

Another thing to consider is the importance of communication with your members. Use online events to reach your audience. Ask what they need in the current situation and how your Chamber

can help them. Get feedback on how you're doing and ask what challenges they expect to experience in the future.

Use this communication to provide content and education that offers value to them. The more you understand the needs of your members, the more you will be able to curate differentiated content.

Finally, chambers must consider the effect that an online work environment is having on their employees. Without face to face interaction, it is harder to communicate with employees and maintain morale. Chamber leaders must communicate with their employees and help to keep them motivated.

Develop communication plans, immediately shift all efforts online, and reach out to employees individually. If your employees are not motivated and contributing towards moving forward, it could mean failure for your chamber.

Immediate Short-Term Strategy

This crisis is similar to those of the past, such as 9/11 or the market crash of 2008, in that the success of businesses is coming down to their resilience. However, unlike these past events, we have no definite timeline for recovery. There is no telling whether this will be a couple of months of economic downturn or many years. Thus, chambers must form strategies that take this uncertainty into account.

When building a strategy, chambers must react quickly. Restructure your organization as fast as possible in order to survive. Cash is extremely important- chambers are already dealing with diminishing or halted cash flow, and many will run out of money if they do not make these adjustments quickly enough.

When considering new strategies, chambers should also put measures in place that will allow them to rapidly adjust based on what happens in the future. Chambers should also consider the long term

implications of these crises and adapt to these- for example, even once governments permit large events, how will customers react and readjust?

In addition, chambers should be wary of any emotional decisions. It can be extremely difficult to quickly adjust or shift away from methods that have been used forever and been successful in the past, but innovating new solutions is the only way chambers will move forward. Chambers must take a step back and look from a hostile point of view. Changing times require changing strategies.

With these high levels of uncertainty, however, also come opportunities. Chambers must stay aware of the changing industries and changing demands. For example, we're seeing an opening in the certification industry and online education. Formulate a business plan that takes advantage of these new opportunities. Every chamber has the opportunity to rediscover their industry amidst the crisis.

New Revenue Models

This shift online is also forcing chambers to rethink their revenue models. In-person events are a large driver of revenue, especially in Asia Pacific. Chambers are facing the challenge of how to monetize their online communities.

When looking to monetize online events, chambers must analyze the demand side of the business to determine where they can provide value and plan their supply chain according to that. After determining where they can provide this value, they must look for the source: how do you get the components in your event to create that value?

This could mean working with technology players and other service providers to bring complementing components to the product. Then, chambers can operationalize this product so that members will come back and be willing to pay for it.

Chambers must also consider their competition: it's no longer just the local chambers. The competition is now heightened to the global landscape and is not limited to other event organizers.

Tech companies themselves are also competitors.

For example, for things like online certifications, chambers may not be equipped to compete with the array of competitors. Therefore, chambers need to plan and source appropriately to be able to compete. Remember that the ability to organize events doesn't necessarily translate to the ability to organize webinars or live experience.

To combat this increased competition, chambers should seek sponsorship or work alongside other industry players.

Membership Model

One trend that we are seeing amidst the coronavirus crisis is chambers offering free membership. Is this something your chamber should be doing?

This all depends on how much of your revenue is generated from memberships. For example, chambers in the United States usually generate half their revenue from membership payments, whereas chambers in India generate far less from membership.

Offering free membership is a way of reaching out as a chamber and shows your members that you care for them. If you decide to offer it, make sure to use it your advantage and use it to grow your membership base.

If chambers offer free membership without considering the financial implications for their specific chambers and without utilizing it to its full advantage by generating new members, it will just burn cash. Ensure that your choice is right for your chambers and aligns with your redefined value proposition.

Online Business Model

Converting live events onto a virtual platform is obviously the easiest solution in the current climate. However, this should not be an ad hoc solution by any means: when converting their

events, chambers must take the time to truly analyze their online business model and connect with their members.

To develop an online business model, communication with customers is key. Through time, find regular touchpoints within the industry that you are focused on. After webinars, follow up and collect attendee feedback. Determine what real value you are offering through your online services. Once this is determined, [you can then begin to monetize](#).

Consider the changes you need to make to your content and your staff as you make this switch. From a content perspective, there are a lot of professionals who may be very experienced in live events, but unable to convert this experience online. How can your chamber help and educate them to become outstanding virtual facilitators and speakers?

In terms of staff, look at the talent within your organization. Do you have the right talent for the right jobs? What's coming next requires creating new roles and redefining old roles.

Finally, consider how you are going to program your webinar. How will you convert a three-day conference into an online event that people are interested in participating in? People have a current attention span of eight seconds, so we really need to change the dynamics of these events and program webinars like a TV show.

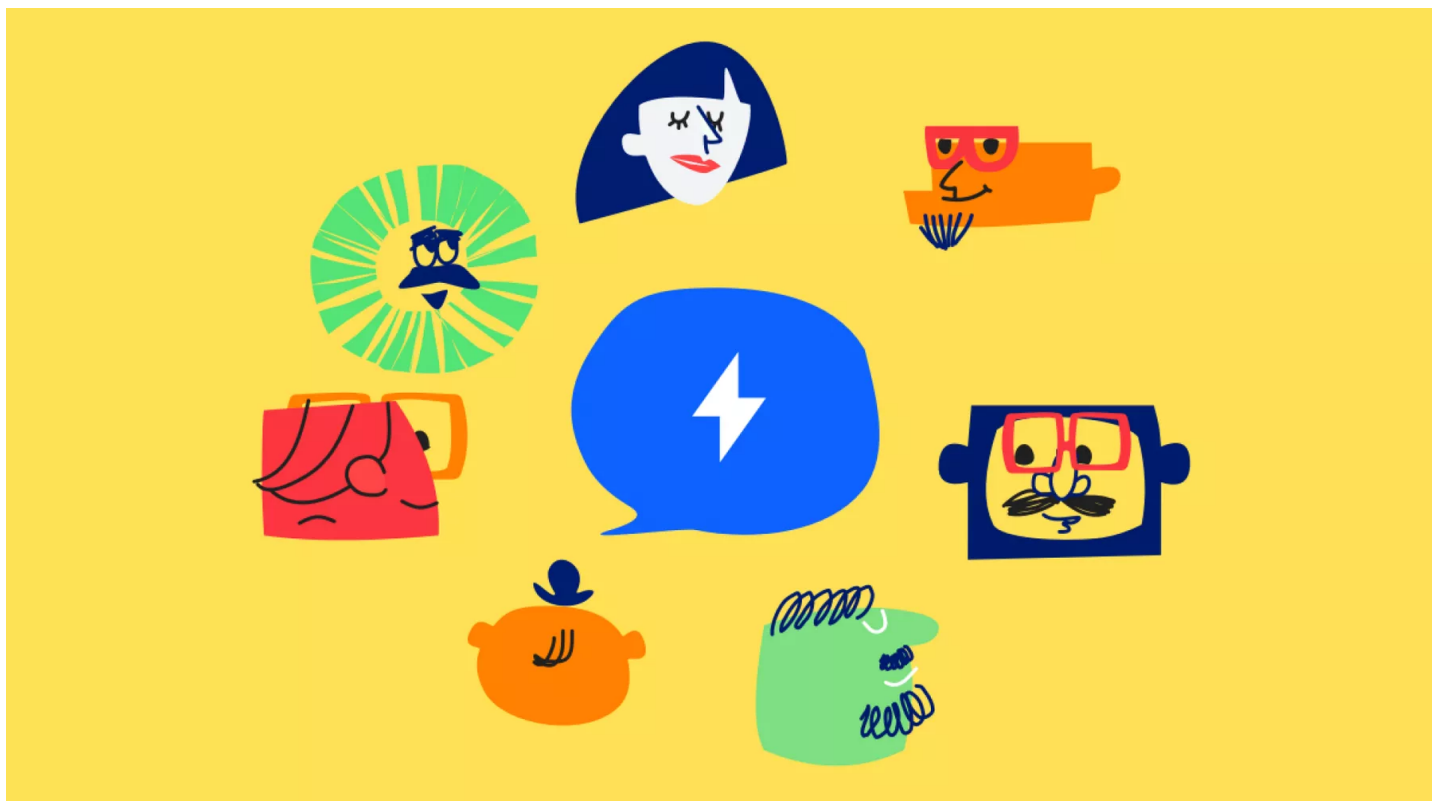
Use customer feedback to determine how long to make your live events and ensure that customers are staying engaged.

Going Forward

Lots of uncertainty lies ahead, but one thing is for sure. The industry will never go back to the way it was before with an overwhelmed supply of face to face events. Recovery is going to entail a better combination of face to face engagement and digital aspects. The way that this fusion looks for your chamber is up to you, based on your value proposition and your market.

If you're looking for a way to digitalize your Chamber and improve your membership experience, check out how [Glue Up's engagement platform](#) has been helping chambers and chambers the world over with their post-COVID 19 woes.

16 Social Media Tips & Tricks For Chambers To Use



With the rise of communications technology, social media has become an integral part of our lives and a valuable resource that chambers of commerce can tap into to engage with their members as well as increase membership. However, finding time to implement an effective social media strategy can be a challenge for chambers. Even more challenging can be knowing what content your audience will find engaging. So, that's why I've come up with 16 tips and tricks on how chambers can use social media efficiently and effectively.

Be Personal

Think about it this way, membership engagement is important to you, so it would stand to reason that your engagement is important to them. Like their posts, share their posts, comment, answer questions, doing all of this will make your members feel like you're interested in what they have to say and what they're doing. This will build a real sense of community between you and your members that will encourage their engagement.

Be Proactive

Social media is the perfect platform for growing your membership. Take advantage of it! To grow your chamber's Facebook membership use the "invite friends" feature. Invite a dozen or so friends a day and slowly see your Facebook contacts expand over the course of several weeks. This technique is based on your friend group being chamber members and others interested in the chamber.

Be Consistent

The people with the largest number of subscriptions, friends, and followers on social media will all tell you that posting on a regular basis is key to keeping people engaged. Right now, this may seem hugely time-consuming and hard to keep up with, but if you make it a habit, it will become a small part of your daily routine. I'd recommend using the tabs feature of your browser. Opening up the same tabs every morning and engaging with your members will quickly become a habit that you no longer have to consciously remind yourself of.

Be Respectful

As important as it is to post regularly, be aware of not posting too much, too often. Posting too much will cause you to block up people's feeds and discourage them from engaging with you. People like variety on their feeds, they don't want to constantly see posts from the same account. If they're seeing too much content from your account they'll stop engaging with your content, they'll just see your account name and continue scrolling or worse, they'll unfollow you.

Be Interesting

This may seem obvious, but I'm going to say it anyway, post things that people want to read. It's no use posting every day if the content of your posts isn't something that interests people or makes them want to read on. They'll scroll straight past your post and feel no need to engage with you. I can't stress enough how important it is that you know your target audience well and know the kind of content they engage with. This is easy enough to track by looking at your previous posts and the amount of engagement they inspired.

Be Informative

Being informative is an easy way for chambers to engage their audience. Posting recommendations about a digital tool or app, posting about the weather forecast or even posting a traffic report, all of these are useful for your members. Posting something like the weather forecast regularly can attract a real following as members will come to your account to check the weather. This will also have a knock-on effect; when they come to your account to check the weather, other posts may also catch their eye and further encourage them to frequent your social media pages.

Be Fun

As important as it is to be informative, it's also crucial that your social media feed is fun. One of the main reasons people use social media is to entertain themselves. People use social media as a means of escape and a reprieve from work, so it's important that your social media account allows them to do these things.

But remember that it doesn't always have to be just one or the other, fun or informative, you can create posts that mix the two together. For instance, posting a quiz about your chamber and its members. This is both informative and fun as members test their knowledge in an engaging way.

Be Prompt

Engagement in real-time on your part is vital in encouraging member engagement. If you don't respond promptly to a comment or post, member engagement is much harder to maintain. The longer you leave a comment before responding, the more member engagement decreases.

Be Talkative

Don't just "like" comments made on your posts, comment back! Of course, it's much less time consuming to go down the list of comments liking them all, but with a simple comment, you can engage with members and build a dialog. Then from this, you can build a relationship. There's another bonus to this; the algorithms will see that your post is generating meaningful engagement and as a reward, your post may get more reach.

Be Prepared

To make posting on a regular basis even easier, you can prepare your social media posts in advance. Scheduling posts doesn't make you impersonal as long as you engage in real-time. So, schedule in advance; engage in real-time.

There are many systems you as a chamber can use to schedule your posts, but some of the easiest and best to use are actually those built into social media platforms. Both Facebook and Twitter have built-in tools to schedule your posts and tweets.

You can also use a third-party scheduler to schedule and recycle evergreen content. One that is much recommended, and that I would recommend to you, is [smarterqueue](#). It will make posting on social media far less time-consuming for your chamber.

Be Real

Although I recommend scheduling your posts in advance and using the relevant tools to help you do this, don't blast the same message everywhere! A post that would be effective on Instagram would not be suited to Twitter or Facebook. There is nothing worse than seeing Twitter hashtags in a Facebook post, it shows a lack of care about relationships, it's obviously just advertising. So, be real and be human.

Be Current

Preparing your posts in advance makes posting on your social media a far less time-consuming process, but be careful not to prepare them too far in advance! People aren't interested in old news, so make sure that you're not preparing so far in advance that when your posts are uploaded they are already considered outdated. Also, don't let your schedule restrict you. If something unexpected and news-worthy happens in your chamber, don't wait to post about it because you already have a post scheduled for that day, post anyway! Doing extra posts does no harm so long as you're not inundating people with posts.

Be Interactive

We've already discussed the importance of engaging in real-time by commenting and liking people's posts, but as a chamber, you obviously want to continually encourage member engagement with your posts. A simple, yet effective way of encouraging this interaction is a "caption this" post. This is something that is seen all the time on social media, primarily Instagram, but it's easy to forget how effective this really is. Statistics prove that images alone drive stronger engagement, so why not boost that engagement even more by encouraging people to engage by trying to think of the best caption for your post.

Bonus, this also means that you have one less caption to come up with which makes your life just that little bit easier too.

Be Seasonal

Seasonal holidays and events are something all chambers should take advantage of. With all the public holidays that we celebrate around the world, it would be silly not to use them to your benefit. The calendar is filled with celebrations of food, pets and other special things people love. They are great opportunities to have some fun and engage your members!

[Check out](#) some autumnal ideas for chambers to post on social media.

Be a Source of Advice

People use social media for many different things, one of which is for advice. So, to encourage engagement and draw people to your social media account, post advice and recommendations. This could be advice on finding a job, which events to attend, where to go in the local area. This way you can also promote your members by sharing job postings at member companies, events being hosted by members, etc.

Be a Promoter

On that note, we can't forget the main reason chambers are using social media; to promote yourselves and your members. So, although many of your posts should be content-driven, you also need to be promoting yourselves in the process. Nice ideas for self-promotion that don't come

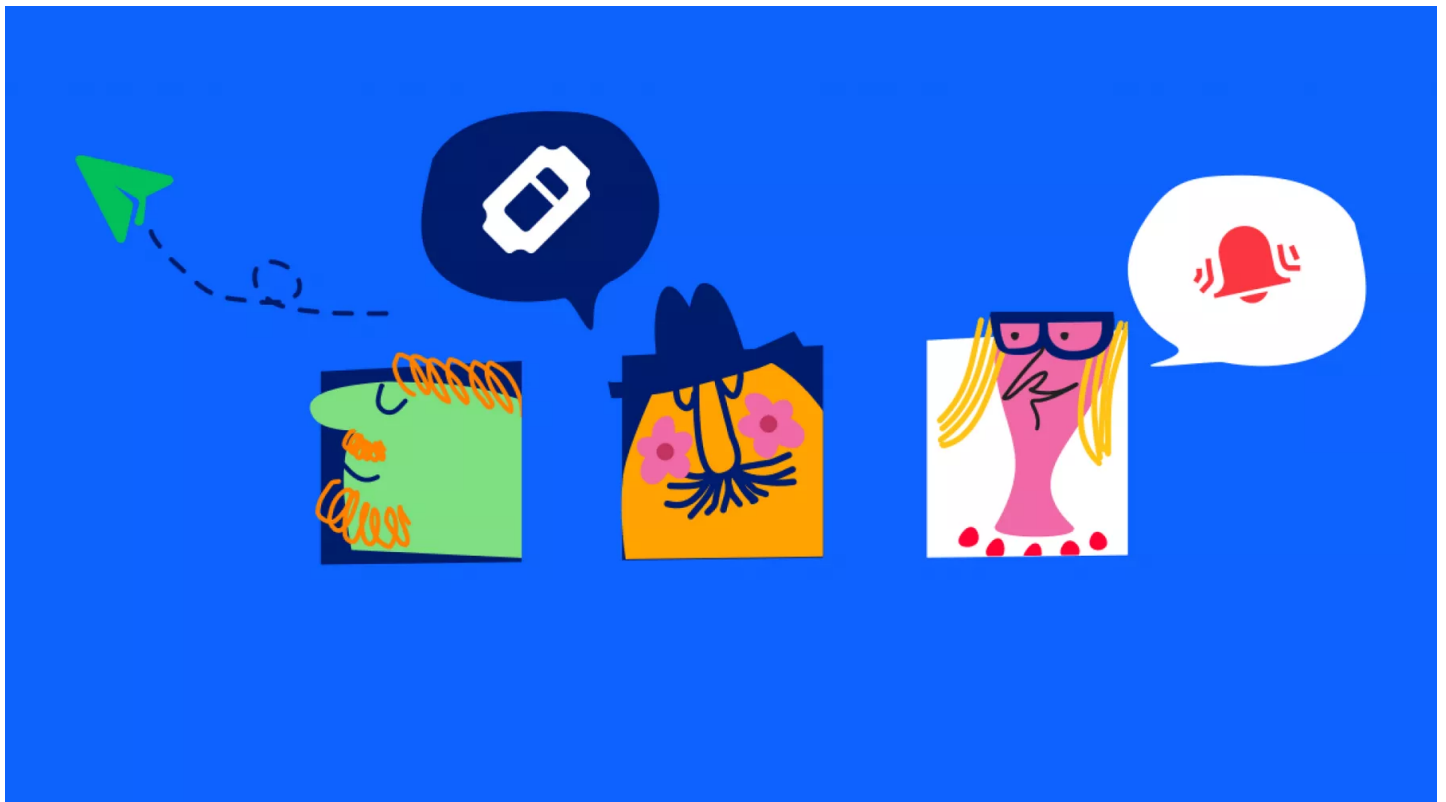
across as just advertisements are; sharing when your chamber achieves a goal, “what I love most about the chamber is...”, event reminders, event countdowns, and event sponsor thank-yous, etc. Ideas for member promotion include; welcoming new members, recognizing membership renewals, spotlighting members who volunteer, etc.

Back to You

Now with these tips and tricks in mind, go liven up your social media accounts! But don't forget social media isn't the only way to engage your members, email is still a very effective way of attracting and engaging members. For more info, go check out our blogs [33 Tips for Chamber Email Marketing that Attracts and Retains Members](#).

Chambers run events. These days much of event publicity and engagement take place on social media. If you want to learn more about how your chamber can use Glue Up software in tandem with social media platforms, **book a demo** today!

6 Ways To Attract Young Professionals To Your Chamber



“Young people are the future“ is a fact that cannot be ignored. Whether we’re talking about your chamber or society as a whole, young people have a huge say in which way the future goes. It isn’t reasonable to believe that your chamber will survive without the next, younger generation in line to run it.

You don’t want to alienate potential younger members from joining your chamber. With this in mind, here’s 6 tips on how to attract young people to your chamber and keep them there.

Invite Them

Don’t underestimate the power of an invitation. Although it might seem like an antiquated idea that doesn’t align with the newness and innovation that young people crave, nothing is more direct than an invitation.

Inviting young people to join your organization not only helps you target this group in a direct way, but it makes them feel like wanted and valuable members of your chamber. Along with this, try to invite younger speakers to your events. Also try to host events that suit younger member's interests, meaning topics related to upcoming industries like technology, software, media, and more.

These tips can help your chamber connect with a younger audience and potentially boost engagement. This engagement can lead to your young chamber members referring their friends, helping you grow your membership and in particular, your young members.

Overall, simply reaching out to young people can be very effective in achieving your chamber's goals. Don't overthink your strategy. Sometimes the most simple solution can be the best. Simple solutions also have the characteristic of extending past generational gaps, so if you want someone to join your chamber, regardless of their age, don't be afraid to just ask!

Create a personalized experience

Young people prefer products that offer something that is or feels like a personalized experience. Because of this, we can see a trend in what businesses offer people. For example, Netflix creates curated suggestions for users to watch next based on what they watched previously.

Amazon recommends products they believe you'd like based on what you've purchased in the past or what you've been searching. This tactic doesn't only create a personalized experience, but it ensures that members keep coming back for more. But creating a personalized experience doesn't only apply to streaming services or retail. You and your chamber can also take advantage of this phenomenon.

Don't offer overly generic experiences to your members, especially your young members. Show that you have knowledge of your young member's careers or interests. You can gather this information through surveys or by just asking.

Once you gather this knowledge, you can organize events that cater to what your young members may be interested in. Do they want help finding jobs? Do they want mentors to help them with their careers?

As topics such as these are often appreciated by younger people, you can set up these types of events that are sure to attract young people to your chamber. Along with this, try to have young people make decisions alongside the already existing leadership within your chamber.

They can help you determine what young people would like to see from your chamber. Young members would also have someone to relate to within chamber leadership.

Offer classes

Today's job market calls for more and more educational requirements.

Considering that many young people are new to or have yet to enter the workforce, it only makes sense that a lot of people searching for educational opportunities relating to work would be young.

Some these skills also cannot necessarily be taught in classrooms. According to [Georgetown University](#), employers seek cognitive skills such as communication and analytics, skills that are often best learned outside of a classroom setting. Capitalizing on young professionals' need for education can help you attract young members to your chamber.

In order to draw in more young professionals to your chamber, consider holding certified classes and workshops targeted towards young professionals. These courses should be relevant to what young people need to succeed in the job market. Possibly try to focus classes on new technologies that more and more jobs want employees knowing.

It can also be helpful for young people to hold workshops relating to innovation and creativity since these skills are highly valued in today's job market. Young professionals may not also have the same economic resources as your older chamber members, so try making these classes and workshops more affordable.

Holding classes that align with the interests of young professionals have the potential to draw them to your chamber and eventually, to holding chamber membership.

Use Social Media

Being up-to-date with current technology can help your chamber grow. If you're still using pamphlets and newspaper advertisements to reach out to more potential members, you're almost guaranteed to not gain any young members to your chamber.

Such ways of advertising are quite antiquated in today's digital society. Social media allows you to connect with so many new people. This is part of the appeal that draws in so many young people to use social media as often as they do. You are also able to keep up with people and celebrities without having to personally know them or having to pay for a magazine.

With such convenient technologies at everyone's fingertips, why would people revert to checking the newspaper for your ads or take extra time to request a pamphlet. If you aren't already, consider making the switch to digital media and in particular, social media. The benefits it can have on your chamber could be tremendous.

When making decisions, many young people like to do their research on the internet. Making the decision to join your chamber is no different. Some popular platforms for young people to use are Twitter, Instagram, and YouTube.

So if your chamber doesn't already have these accounts, it may be a good idea to create one on at least one of these sites. Make sure your social media presence is also up-to-date. This refers both to the actual information on your social media as well as being able to create posts regularly. Just having social media accounts is not enough to convince young people to join your chamber. Post regularly, especially when you have events that would appeal to a younger audience. Doing so can help you stay relevant in a digital age.

Team up with local colleges

As a chamber of commerce, you bring businesses together, advocate on their behalf, and support them. In other words, you have a lot of business-related resources at your disposal. If any demographic of people want to know more about business and make more connections, it's people that are in college.

Young people still want and need to learn more about the business world, especially outside of the context of the classroom. Many times they also want to expand their networks since they may not have one to begin with. Take advantage of what you're best at and market it to potential younger members.

You should consider taking your chamber to local colleges. You can possibly get in contact with colleges' career centers and see if they would be willing to talk about your organization or post advertisements or pamphlets in their offices. As many students often use these offices as resources, it's possible that your chamber can catch their eye!

Also, see if you can potentially join or contribute to colleges' job fairs. You can offer to help colleges bring businesses to their schools. Your chamber can have its own booth at the fair, where you can tell students of the benefits of joining the chamber.

If you have internships or jobs to offer, try giving your local college students a chance. Their ideas and connections can help you make the changes needed to attract even more young people to your chamber of commerce!

Targeted Marketing

How are you marketing your chamber? Is generic information that would appeal to everyone still gracing your flyers or website's front page? While generic information is not necessarily a bad thing, it can prevent you from reaching your target audience.

Sometimes what appeals to the masses may not appeal to young professionals in particular. Consider switching up your marketing in order to attract younger people to your chamber.

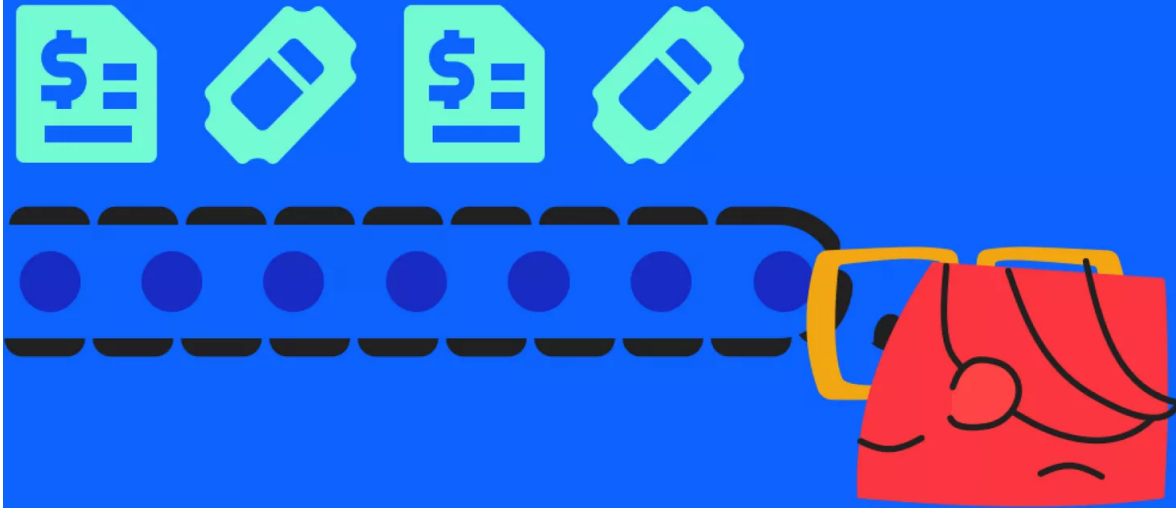
Appealing to those you want to join your chamber is rooted in the same logic as inviting them. If you want them to join, make it obvious! This can be done by emphasizing how your chamber can help them succeed in the workplace. Once again, advertise your events that are put in place to benefit young people.

Show them the value your chamber has in regard to expanding networks. Make sure that pictures of young professionals interacting with your chamber are front-and-center of your marketing efforts. Make yourself look relatable! These changes towards more targeted marketing can make a huge difference in the demographics of your chamber.

Hopefully, after reading these tips, you now have an idea of how to attract young members to your chamber. Try these ideas out and bring some fresh young faces to your chamber!

Book a demo today to see how Glue Up has been helping Chambers digitalize their processes and keep members renewing year over year.

6 Ways Automating Membership Management Processes Help Your Chamber



Keeping membership data and information up to date can be difficult, especially as your chamber grows and changes. As your memberships grow, there are more payments, renewals, and exit dates to keep track of. Investing in automating your chamber's memberships is important to your chamber since it can help you manage your memberships in a quick and simple way.

It also saves time and money, which can be put towards other important tasks within your chamber. Automating memberships can help you compete in an ever-changing and competitive market. Here are a few ways how it can do so:

Improve Customer Retention

Customer retention is important for any business but can often be overlooked when marketing to new consumers.

While customer acquisition is important, customer retention can prove to be even more valuable. According to [Bain & Company](#) research, profits increase from 25% to 95% if customer retention rates increase by a mere 5%.

It is also estimated that **80% of a company's revenue will come from 20% of its existing customers**. It is important to remember that your chamber can only have so many members. It's important to foster a good relationship with those you already have.

With these statistics in mind, it is easy to see why customer retention is important for your business. And as more companies and chambers focus on customer acquisition, it is important for you to do the same in order to remain competitive in your market.

Automating your membership profiles can help you with customer retention. Exit and renewal dates can be difficult to keep track of: both for your consumer and for your chamber. The automation of reminder emails makes it easier to remind current members of renewal dates, which makes it easier to retain them as a customer. This saves you and your team time and energy that can be allotted elsewhere.

Enhance Membership Engagement

Keeping your members engaged can be difficult. Although this is true, membership engagement and customer retention go hand in hand. If your members feel that they are not benefitting from what your chamber has to offer, they're more likely to leave. You actually may have lots to offer but how you present that information matters.

It's not practical to expect your chamber's members to check your websites for new events or workshops, especially with their busy schedules.

Engaged members are also expected to be more profitable. According to a [Gallup](#) study, fully engaged members represent an average 23% *premium* in terms of share of wallet, profitability,

revenue, and relationship growth compared with the average customer.

Instead of having your members come to you, you should come to them. Investing in an automated system that emails members and alerts them of the events you are hosting can increase engagement. It makes it easier for them to see your content and for you to get their attention. Not to mention the time you saved by automating rather than sending those emails by hand!

Show Your Commitment to Your Members

Although being able to reach out to your members is important, just simply doing so is not enough. With the average office worker receiving around 90 emails a day, you need to be able to stick out and communicate your message to your members.

With your members receiving this number of emails, you want to be able to show your chamber's dedication to your individual members. You can do this through email personalization.

According to [one study](#), in 2016 the open rate for emails with personalized messages was about 19% while emails without personalization were only about **13%**. With this in mind, it's clear that you cannot rely on generic emails to grab your members' attention.

The personalization of emails can make a world of difference when it comes to your campaigns. It can lead to better engagement and retention of members. While personalizing emails may seem difficult and daunting, much-automated membership software is capable of helping you with this task as well!

You can access different templates that make your emails look unique and professional. Automated membership profiles often come with the ability to start emails with member's names, making your communications even more personal.

Reduce Costs

Running a chamber can be a costly endeavor. From operational costs to time itself, you have to spend something in order to run your chamber. Some of these costs arise in the way you handle your memberships. Do you keep paper records of your memberships?

Do you spend a lot of time updating membership data? The time and resources spent on accomplishing these things can be put into other tasks. Cutting down on this time can help you focus on other work that can help your chamber grow.

Membership automation saves you time and money by putting all your membership-related activities in one platform. Members' information can be updated system-wide with a few clicks, you can create marketing emails to alert members of events and much more on one system.

An automated system would put an end to window-hopping for information. You and your team will also spend less time generating renewal emails that can be sent out automatically with an automated system.

Conduct Analysis to Improve Your Chamber

Sometimes it can feel like your chamber or business is stuck in a rut. You may be having trouble planning your next move. Even if your chamber is doing well, it doesn't hurt to examine the ways in which you can improve and plan ahead accordingly for the future.

This can be done by conducting an analysis of your members and what they want out of you as a company. One [McKinsey](#) study states that intensive users of customer analytics are 23 times more likely to clearly outperform their competitors in terms of new-customer acquisition than non-intensive users, and nine times more likely to surpass them in customer loyalty.

With this in mind, automatization of your chamber membership can provide you with an analysis of what works for your customers and what doesn't. Who contributes the most profit overtime and who doesn't? What grabs your members' interest? What events do they like and can you duplicate that in the future?

These are some questions that data and analytics can help you answer. These answers can improve your chambers' membership retention and engagement. On top of this, you can discover what strategies are giving you problems and correct them accordingly, increasing members' satisfaction in your chamber.

Overall Convenient for Both Customer and Employee

Time is of the essence of whether you are a growing or starting company. Customers want to be able to navigate through your platform with ease and speed. The last thing customers want to receive is pesky email or phone calls asking if their information is up to date.

They want to be able to update their information within a click of a button whenever the time comes. Whether it is updating the type of membership they want or changing their payment plans, customers want to be able to focus that time and effort onto more important tasks. Today, it's all about [the customer experience](#).

With CRM software, customers can have their questions answered faster and receive information tailored to them.

By adopting the right technology not only will it free up your teams from process-heavy tasks but allows for more time to connect with customers. “Fifty-two percent of high-performing salespeople identified themselves as power users who take full advantage of their companies’ CRM technology”, (HARVARD BUSINESS REVIEW).

Automation across sales, service, and marketing will free your employees so they can spend more time talking to prospective customers and strengthening relationships with existing ones, helping your business to continue moving forward.

With platforms such as CRM employees will no longer have to personally hunt for contact information or manually enter data into all their systems. Employees can also utilize CRM

platforms to respond to customer inquiries faster by using [ready-made email templates](#).

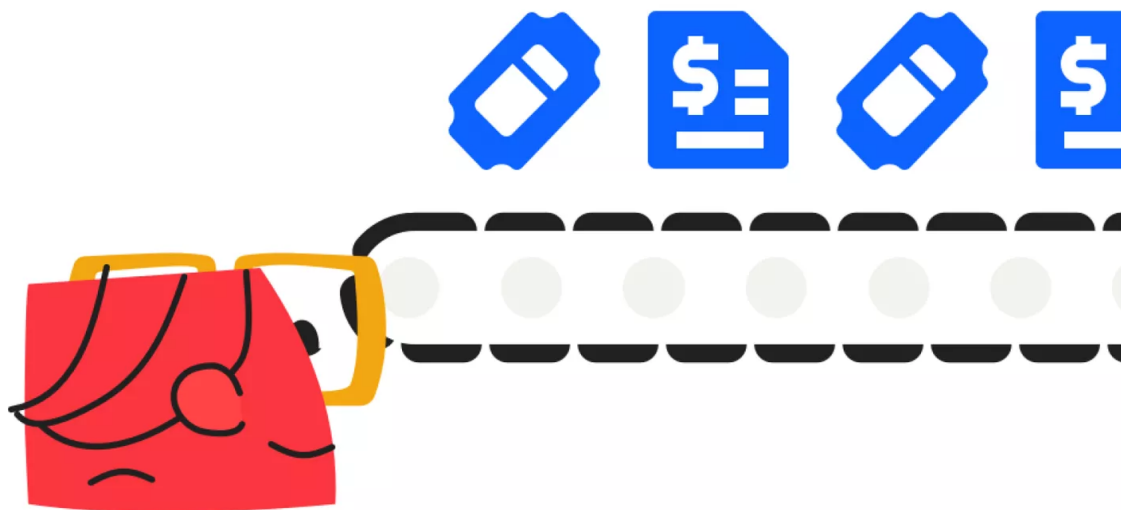
With pre-made templates, employees no longer have to worry about sending out the same response to frequently asked questions. Employees will be able to use that gained time to sell smarter and faster. Overall customer data and sharing it between departments will enable your employees to work as a team and optimize the customer experience.

Now on to you

The modern Chamber exists in a world that has access to ever-changing and improving technologies. Why not use them to your advantage? Automating your memberships can lead to so many benefits for your chamber as a whole. First and foremost, automation can help you with the task of keeping members happy and satisfied.

It provides a firsthand look into what your members want, what catches their attention, and how you can improve to suit their interests. Not to mention how you can reduce costs when you switch to an all-encompassing system. With these things in mind, consider automating your memberships! You never know how your chamber may grow.

14 Strategies For Paid Webinars That Bring Value



Webinars are online seminars that can be accessed by a seemingly unlimited amount of people from different locations of the world for one single event. Ever since the COVID-19 crisis, there has been an uptick in the number of webinars hosted by different organizations to maintain engagement since physical seminars can no longer be hosted.

In physical seminars, audience members often are required to purchase a ticket to attend. Webinars, in the past, have a hard time selling tickets for audience members due to link sharing. However, using the tips highlighted below, you will be able to run your own successful paid webinar.

Manage Ticket Sales

Managing your ticket sales over webinars will not be an easy task. Ensuring that there are no so-called “Zoom Bombers” creating a ruckus during your webinars is an important consideration to make. While managing your ticket sales you need to verify that your pricing is correct so that potential audience members will be willing to pay for your webinars, and to shield your platform

from non-paying audience members or “Zoom Bombers” joining your webinar to ruin your audience member’s experiences.

1. Charging For Your Webinars

Charging for Webinars can seem like a highly intuitive process but it may not be as easy as you thought. Many web-based Webinar events may not have a front door like a physical venue may have. The sharing of links can hinder your implementation of tickets and exclusivity, and oftentimes, exclusivity alone is valuable enough to charge for tickets.

However, now there are platforms that require accounts for audience members to log into before they can get their exclusive link. Unlike previous problems with link sharing, each link in these platforms allows only the people registered, who paid for a ticket, to access their individual link. Each individual link will only allow one person to join the webinar at a time, which dissuades link sharing, and encourages everyone planning to attend the event pay for their own ticket.

2. Price Considerations

Pricing your webinar is a very important aspect of running a paid webinar. In order for potential audience members to purchase a ticket to your paid webinar, their perceived value of your webinar needs to be greater than the price that you are seeking for a ticket. A webinar that is too expensive can dissuade potential audience members from participating in the webinar, however, a webinar that is priced too cheap can lower the perceived value of your webinar. Ensure that your pricing point increases the perceived value of your webinar, while not so high as to dissuade people from joining.

Create Engaging Content

Increasing your perceived value by your audience members is an integral part of running a paid webinar. The higher the perceived value for your webinar, the more willing people will be willing to pay for a ticket. In addition to that, the higher the perceived value also equates to the possibility of you charging more for your webinar which can greatly increase revenue. In some instances, the host herself/himself can create can increase the perceived value by following these tips.

3. Having An Agenda

If the speaker has an Agenda, it can be posted and marketed before the event to increase the perceived value of your webinar. An agenda conveys to your potential audience members that the speaker is prepared and knows what he will talk about. This increases the perceived value by divulging to potential audience members that the webinar has been prepared and has a game plan. Moreover, having a game plan allows the speaker to potentially display the agenda on the screen while he is presenting. This increases the perceived value of the webinar because people like to have a road map to see where they are going. Being kept in the blind can trigger thoughts of confusion and trepidation on what would come next. Having an agenda can people follow along easier and focus on the most important topics that they wanted to focus on during the webinar.

4. Stay On Schedule

Always assume your audience members may have commitments before or after your webinars. Ensure that you start your webinars on time and also end them within the allotted time slot you have promoted. This ensures that audience members no longer need to leave your webinars early, in addition, it shows that you value your audience members' time which will increase the perceived value of your webinar.

5. Timing

The timing of your webinar can impact the value that your webinar brings to your audience. If your webinar is hosted during a time that your audience members are able to attend without canceling anything else in their schedule, the perceived value of your webinar will increase. Audience members will not pay for a webinar that is during a time they cannot attend. However, statistically speaking, most people join webinars between the 11am to 2pm time slots in the middle of the workweek, which is where the peak of the perceived value for your webinar could be.

6. Trained Presenters

If audience members are paying for your webinar, they expect a high level of professionalism and presenters that are at a high caliber on not only presenting but also with the platform that they are

presenting on. This ensures that they are familiar with the software and are apt at dealing with frequently encountered issues swiftly while still presenting. This ensures a smooth transition between technical issues and the webinar. Any technical problems that are not solved swiftly can decrease the perceived value of your webinar. This could lead to a decrease in recurring, paying customers.

Leverage an Engaging Platform

Not only can the host increase the perceived value of your webinar. There are also strategies that can be implemented on the platform you choose to run your webinars on that can increase your perceived value. Unlike the host created perceived value, the platform created perceived value can be implemented once and does not need to be disturbed aside from the occasional updates. This one-time implementation streamlines the process of implementing techniques to increase perceived value.

7. Document Sharing

Implementing document sharing on your platform creates a value that may not be seen on other platforms. Audience members may want to review the slides after the webinar to study the information that your webinar shared. A document sharing implementation for the audience would be a very beneficial application, especially if the document sharing implementation allows the audience member to pick the format they would like to download the slide deck in. This beneficial aspect of document sharing will raise the perceived value of your Webinar which increases the likelihood of a potential audience member paying for a ticket.

8. Networking

People who join a webinar tend to be working in the same industry or interested in similar topics. To create more value for your audience members when joining your webinar you should integrate a process for them to be able to [network](#) with each other. If audience members were able to design and send virtual business cards to each other, they would be gaining a lot more value from your webinar. This can attract a new segment of audience members who join your webinar with people who have the same interests or work in the same industry as people who commonly join your

webinar. This helps the audience member simultaneously learn about the topic of interest as well as network with people from the same industry. This increases the value of your webinar and creates an additional desire for potential audience members to join your webinar.

9. Q & A Session

Not every topic that is covered by your webinar will be fully understood by your audience members. In order to give them the greatest value for the webinar that they paid for, including a Q & A session at the end of your webinar for your audience members to ask questions. When audience members are permitted to clarify their questions, they would be leaving the webinar with a much more satisfying disposition and will further understand the value your webinar brings and pay for the next webinar you host.

Check Your Tech

In webinars, technology is the bridge between the gap between your audience members and you ([check out Glue Up's Webinar Engagement Solution](#)), without it you could not connect with your audience members from all around the world. The main technological concerns that should be established are a tested platform that has minimal bugs and the accessibility for all different devices to eliminate exclusivity from potential audience members using specific devices.

10. Extensively Tested Platform

When hosting a webinar, many technological factors are at play. With so many technological factors at play, it is important that none of them go wrong during your webinar. Sometimes technological issues that happen can be out of your control, but regardless it conveys a sense of unprofessionalism. Ensure the platform that you are utilizing has been tested and as many bugs as possible are eliminated prior to hosting your webinar.

11. Mobile Device Friendly

25% of people sign into webinars from a mobile device, and to include this population of audience members into your webinar audience, implement mobile device compatibility into your webinar. This does not exclude certain members of your audience who plan to sign in on a mobile device.

Verifying that your platform can be used with a mobile device increases the number of potential audience members that can purchase tickets and join your webinar.

Target Your Audience

To host the paid webinar with audience members joining it, you must inform the target audience about your webinar. You can't host a webinar with audience members without them knowing about your event. Good marketing and promotions inform the number of people who know about your webinar and convince them to pay and join your webinar.

12. Targeted Marketing

Marketing is an integral part of potential audience members learning about your webinar. For you to market it well, ensure you do market research on what platforms that your target audience members frequent. Marketing on those platforms will bring you a larger number of audience members willing to pay for your webinar compared to marketing on a platform where the users are disinterested or unwilling to pay for your webinar.

An important component of target marketing is the visual branding of the marketing materials you publish. The visual brand is the first touchpoint you will have with your potential audience members which could get them interested or ignore your event entirely. A strong visual brand that speaks to your target audience piques their interest and develops preliminary trust for you. Piquing their interest is the first step that ultimately converts them into audience members who will pay for your webinar.

13. Reminders

Reminders create value by spreading information to either previous audience members, in one of your previous webinars, about a future webinar you are hosting or reminding people about promotions that are limited by the number of tickets or date of purchase. Reminders can be sent to everyone in your network in an effort to spread the word regarding your webinar, and it could increase the number of registrations for your events. Reminders re-inform your potential audience members about your webinar to increase the amount of paying customers joining.

14. Promotions

Promotions are a beneficial way to have more people pay for your webinars. 64% of consumers tend to wait for things to go on sale before purchasing them, so when a promotion is present, potential audience members will be more easily convinced to purchase a ticket to your webinar. Promotions can include a one-time payment of a certain number of your webinars at a lower price than if they purchase the tickets to the webinars individually. Another promotion could be a promotional code that can be given out to audience members who stay until the end of your webinars for a lower price on the tickets of the next webinar you are hosting.

Plan Your Paid Webinar!

Now it's up to you to plan your next paid webinar! Our tips can guide you if you choose to follow them, but feel free to do what you think is best. Not every one of our tips would apply to you or work for you in the exact same ways but everyone must make their own path and learn from their experiences. We are sharing ours and hope our experience can improve yours!

Are you looking for a platform that makes your webinars engaging, fosters networking, and brings value so you can start charging for tickets? [Book a demo](#) with us today, and we'll show you how to monetize your webinars.

7 Survey Best Practices For Events And Webinars



We always like to tout the effectiveness of attendee tracking, analytics, and personalization for the purpose of gauging event and webinar success, but at the end of the day hearing feedback from the attendees themselves will always trump any analytics.

1. Choosing a Decent Survey Platform

Surveys aren't done on paper anymore, events and webinars these days can get into the thousands of attendees, and going digital with survey deliver make it easier to deal with all the responses.

This however makes it less engaging, as a lot of attendees feel a need to complete a paper-form survey handed to them during an event than if it just arrived in an email in their inbox.

So from the get-go, dealing with digital surveys will take some tact to make them engaging so you can maximize their effectiveness. It also goes without saying that webinars are solely digital surveys anyways.

Choosing an effective survey platform or provider is entirely up to how you deal with your digital attendee engagement, and likely that revolves around using a CRM or [event management software](#).

There is notable software for specializing in surveys out there like SurveyMonkey, but it's important to make sure you're automatically updating attendee profiles in your CRM automatically with responses, and for that, please read their integrations page for more details.

For a more embedded experience, event management platforms are offering surveys built into their apps or even their email marketing platforms. These are native, internal integrations that likely work much better and remove an unnecessary cost from the software side of things. As for what to look for in a survey tool, the only real importance is how much editing power you have over the tool and how that data is used once collected.

Most tools do a good job of this as survey tools have become more standardized over time, but still, make sure you have some available admin rights in order to follow through with more of our advice coming up in this article, like for instance, the ability to give Skip Logic to survey questions.

2. Crafting Short and Sweet Questions

Short and sweet questions easy to answer, and give probably the same information as to what you're looking for.

A rookie mistake when surveying anyone is that you want them to be ultra detailed with their answers and get as much feedback as possible from one subject. It's not possible, and frankly it just scares people away from starting it.

Your questions should be directly asking what you're looking to improve. Do you just want a score of 1 to 10 how good was the event or webinar they just attended? Simply ask that.

You can also extend these qualitative or multi-choice questions a bit longer, maybe towards 5-10 questions if they're all equally short and simple too. Some people seem to have an obsession with completing fill-in questions, so they may actually complete it in full.

No need to ask them to write down their experience, it's just not necessary, but by all means, leave a comments section at the end anyways for their optional feedback. However, if you need constructive feedback, now is the time to ask one or two open-ended questions that are specific to what you feel you can tackle coming up.

Asking how the A/V set up was when you have no budget for new A/V equipment is likely the wrong question since it's not something actionable. So make sure when you ask constructive questions, they're questions with whom's answers can be acted upon directly.

3. Explain the Survey's Purpose

Make sure in your delivery or promotion of the survey after your event, that you explain the purpose of the survey.

Everyone knows what a survey is, but if you can explain why you're surveying them and what that survey may lead to, it would actually propel some individuals to complete the survey. We wish we had more tips for you, but this is as simple as it gets, add a message in your delivery that shows your intent of the survey and what it may lead to.

For instance if you're looking to improve speaker quality at events and webinars you host in the future, maybe you should just say that in your survey delivery email: "Your answers will help us improve the quality of speaker selection in the future."

4. Never Require 100% Completion

In any survey, never require a single question. Yes, you may get bogus feedback, missing data, and so on, but missing data is better than no data. Some questions may come off as too uncomfortable, or maybe they just don't have feedback or anything to say.

Making it non-compulsive to complete every single question will lead to more actual submissions of feedback, and overall you'll have more data to use, even if every delivery was not 100 percent complete.

When analytically looking at this data though, it's important that if you have qualitative questions, do not divide your percentage of completion by total number of survey submissions, but by submissions that have answered that question and not skipped it like others may have.

5. Prioritize Important Questions First

Piggybacking off our advice on never requiring 100% completion of a survey, we still want you to get the pertinent feedback that's important for you, and so our advice is to make sure that the first questions in your survey are ordered from most important to least important. Doing so will ensure the of those who do attempt to complete, or mostly complete, a survey will deliver your most valued feedback first.

6. Mention the Estimated Completion Time

In the delivery of your survey, mention either how many questions the survey is, the estimated time of completion, or both. It's a simple gesture that helps your recipients better gauge their time-cost of completing the survey and likely will entice more people to complete because it's not as long as they first thought. Likely because you followed our advice on short and sweet questions, right? ;)

7. Share the Results

Finally, after the survey period is over, be sure to share the results of the survey with those that completed the survey. You can even use this aspect to promote users to finish the survey when you deliver it. By saying only those that complete the survey will receive the results, you've added some exclusivity to the recipients and likely incentivized the curious ones to complete the survey.

Be sure that when sending the survey results, you understand the survey feedback type. If it was a simple multi-choice or qualitative questionnaire, then you can probably just deliver them directly as-is compiled into a nice graph or chart.

However, a questionnaire with more personalized feedback might need to be collected, reviewed, and then summarized for recipients of the results. Make sure it shows not only a summary of the major feedback but also it's a great time to either reinforce or otherwise double down on what action you'll take to improve future events based on their feedback.

If you're looking for a way to not only deliver actionable surveys to your audience or members, but also a way that tracks user experience, their survey answers, and actions taken, consider [booking a demo](#) with Glue Up and we'll show you how our engagement software solution can deliver.

5 Kinds Of Events That Fit Perfectly As Webinars



With the recent global quarantining procedures affecting daily life for many office workers, the value of webinars, video conferences, online demos, and so on, has **increased** quite a bit.

Businesses who may not have used virtual means of doing business in earnest are now discovering not just their value during a global work-at-home situation, but it's highly likely that this event will leave virtual meetings to be even more in-demand once the situation settles down.

With this in mind, it's important to find out what events should fit such a new medium of business communication, and surprisingly, they're quite similar to in-person events you might already be hosting. Let's dig in.

Workshops

Workshops, courses, academies, and training sessions you would normally have held in-person are one of the easiest events to translate onto the digital world. Entire universities offer courses that are

entirely online, and it's really not that hard to do it yourself for your business purposes.

But what if you never held any sort of coursework before? If you haven't noticed, it's actually becoming more and more popular for businesses to offer free courses, certifications for their products, and other training sessions that can cover a wide range of products and services. It's a great way to generate leads, engage your network, and share knowledge that can help them.

As workshops and courses go, university systems were the first early adopters of this technology, and you can even find entire accredited universities that are completely online. No physical classrooms or in-person meetings.

This has become even more in-demand as far as other examinations go, including certificates so that you can become certified in other tools, products, and services through online work.

Your own business can easily offer something similar by identifying a piece of knowledge you want to share and teach to others that are related to your offerings. A webinar is the perfect medium for classes as it can be offered privately but to scalable audiences as well as be recorded for future classes or for review.

Interviews

Interviews can be done live with industry leaders or influencers that should help out while everyone is back home. In fact, live streaming and media streaming skyrocketed during the coronavirus quarantined areas in the US.

People working from home are looking for entertainment more than ever, and an interview with someone popular may just be the thing that puts attention on your brand.

Simply set up a webinar with a lot of pre-promotion, and have your guest dial into the call for an interview.

Obviously, a real in-person interview level of care will still be needed for a webinar version, so make sure your questions are well informed and relevant to the speaker and the topic of discussion.

Panels

Like interviews, panel discussions are easy enough to host as webinars, this would need some cues from the host, and so we recommend that there be a webcam for each speaker so the small visual cues they can give will aide in the flow of the conversations. Small gestures and hand movements can help “pass the mic”.

If this isn’t enough for a chatty group, depending on the type of webinar host you use, you could even force-mute other speakers in a quasi “virtual gavel banging” to help other speakers get a chance to speak up. Check out our guide on [how to host webinars](#).

AMAs

AMAs, otherwise known as Ask Me Anything, are basically a Q&A event, which may not be a typical in-person event, but they’re quite a new online-only event that was started via Reddit threads where people of notable, popular, interesting, or niche positions or experiences lead a thread of public Q&As.

This can be developed for businesses that are now working mostly online these days.

This means either finding someone within or outside of your organization who would be an interesting individual for your audience.

Almost like an Interview, an Ask Me Anything topic gets the audience involved. Instead of a host asking questions, a webinar version of AMAs would ideally have the audience members chime into the call with questions of their own for the speaker.

Again this will require some administration from the webinar platform, but if done correctly, it can create a very engaging event and it lets your audience get involved, so it’ll likely stick out to them compared to other competing webinars that are swamping inboxes these days.

Office Hours

Office Hours are a strictly in-person, and someone school-oriented, ‘events’. But the reality is that this a great time to get some one-on-one time with customers. Now that you’re working from home, why not create a public webinar where single users can call into you for a quick chit chat.

“Office Hours” for you could be a link to your webinar where only one attendee can come in at a time and it lets them speak freely with a company or organization’s leadership to speak freely and ask questions.

While not public, these events are something that can be personal, intimate, and accessible. Since you’re at home, it’s unlikely you’ll need to run around an office, and so taking the time to let customers or members dial-in can leave a lot more transparency to your organization during times of distancing from each other.

Take the reigns

There are probably other events that fit in a webinar format, and if you’re comfortable with physical events that you’re used to, try to explore how those can be translated into webinars that are engaging and use some technical help to make it actually even more scalable.

Maybe your events sell out, where now you can handle any number of attendees. Maybe you have problems with speakers joining for logistical reasons who can now guarantee to join since they’re always going to be at home now on. There’s a lot of opportunity lying in wait during social distancing, and it’s up to you how to best make sure of everyone new time found at home.

If you’re looking for help to not only host webinars, but to present them in a way that’s professional, promote your webinar, and even ticket for them, [contact us at Glue Up](#) and we’ll show you how you can get started with our [all-in-one event management software](#) for both events in person and online.

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