

Membership and NfP Breakfast Seminar

Tuesday 6th October 2009

The Law Society's Hall, Chancery Lane, London

Surviving in a Recession – What Member Organisations can Learn from the Commercial World

What does it cover?

Leading industry players Madgex and SiftGroups have come together to bring you this informative breakfast-time event.

In the pure 'for profit' world corporations are recognising that if they are to survive and prosper they need to listen and actively respond to their customers. If they do not treat their customers as partners in their business they will lose their custom to those competitors who do. The same has to be true for member organisations.

Openly working with your members not only retains their commitment to you but also provides genuine revenue-earning opportunities.

The combined experience of Madgex and SiftGroups in both the not-for-profit and commercial sectors provides a unique insight into how you can benefit from a genuine customer-focussed approach by building an engagement strategy rather than a marketing strategy.

For those with a little more time, we will be holding breakout sessions immediately after the briefing, answering questions from the morning.

Why attend?

With your members feeling the pinch, recruiters cutting back and competition fiercer than ever, you need to be on top of your game. This event will detail innovative techniques to generate greater revenues whether through new business opportunities, the retention of old members or the recruitment of new members.

Who should attend?

This seminar is designed for Membership, Technical, Commercial, Marketing, Sales Managers and Directors who are responsible for the effectiveness and profitability of their online presence.



Madgex are the experts in innovative job board and CV Search & Match software with a passion for user experience, working with leading media businesses and associations.



SiftGroups brings unique first-hand online community experience combined with strategic, creative and technology skill sets to help clients grow their business through planning, building and monetising online engagement solutions.

"Sift are supportive and highly knowledgeable. They offered us vital start up and ongoing guidance which we continue to take on board. They have helped us achieve a really flourishing and dynamic professional network."

Johanna Ratcliffe, Website Manager, Chartered Institute of Professional Development (CIPD)

"We selected Madgex because we wanted the best technology and expertise available. Since launch, the new job board has helped in stabilising recruitment revenue, win new customers and protect our market share against the threat of online competitors"

Des Hancox, Director of Customer Service and Sales, Chartered Institute of Environmental Health (CIEH)

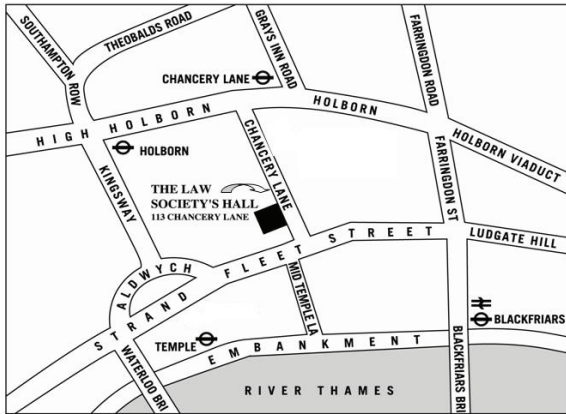
"Sift not only had a track record of building and running major online communities, but also could provide us services beyond technology. The [Sift] Community Manager has been invaluable in helping us develop the community into a hugely important resource for our members."

Jill Martin, Director of Professional Services, Chartered Institute of Library and Information (CILIP)

Venue, directions & agenda

Venue

The Law Society's Hall, 113 Chancery Lane, London, WC2A 1PL



Directions to the venue

113 Chancery Lane is located in Zone 1 of the London Underground, near to the following stations:

Chancery Lane (Central Line)

Temple (Circle Line – Blackfriars & Aldwych closed)

Seminar Agenda

– Tuesday 6th October

- 08.30 Registration with coffee and bacon rolls***
- 09.00 Member organisations adapting in the online world: a powerful position for the future**
Simon Conroy, CEO Madgex
- 09.20 Engaging active and passive jobseekers**
Dan Meadows, Commercial Director, Madgex
- 09.50 Passive promotion and social tools to extend reach (including making the most of Twitter)**
Dan Martin, Editor Sift Media (Business Zone)
- 10.20 Investing in, and leveraging, online community**
Adam Cranfield, Digital Media Manager, Chartered Institute of Management Accountants (CIMA) (Case studies)
- 10.50 Why member organisations need to adapt in the online world: a conclusion**
Lawrence Clarke, Head of Consultancy, SiftGroups
- 11.10 Main presentations close**
Briefing on breakout session
- 11.15 Coffee and breakout session**
Brems room
- 12.30 Event close**

* Vegetarian alternative available

Price and booking

This is a FREE event. All that we ask is that invitations are confirmed in advance. To book please speak to your normal sales contact or register online at:

www.siftgroups.com/breakfast-seminar or

www.madgex.eventwax.com/surviving-in-a-recession

Contacts

If for any reason you cannot attend and would like to find out more about SiftGroups or Madgex, please call:

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