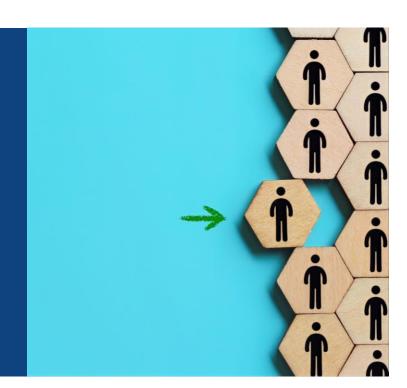


Creating a Roadmap to Member Engagement

Jim Roman Strategic Coach



#### Jim Roman: My Story

- Originally from Northeast Pennsylvania
- Raised in my family's restaurant business
- Around business all my life
- Veteran of the Air Force
- Grew an association from 0-1600 members in just 6 years
- 20+ years helping industry-specific associations, chambers and country clubs become *indispensable* to their members



1

# Uncover the needs & wants of your members

#### The Types of Members: A Chamber Example

Big Business	Firms
and	(Accounting
Non-Profit	and Law)
Restaurant and Retail	Salespeople, Solopreneurs and Small Business Owners

## Be welcoming

## *Orient* your new members

### Help members take the <u>work</u> out of networking

## Plan great events

7

# Offer *education* members want and need

# Make it easy and fun to *volunteer*

Develop an ambassador program

Run effective, engaging and energetic *committees* 



### Thank you!



Scan and choose **Receive a Giveaway** 



#### Reach out to me Jim@JimRomanOnline 407-796-TEAM (8326)



Scan to connect and receive your giveaway

