

ACE ASEAN employers' organisations trained in membership strategies

High level employers' organisations staff members of 9 East ASEAN countries met in Myanmar in November 2018 for a short week, to discuss, exchange, learn and work on improving their membership strategies. The obvious expected outcome is to increase the loyalty and retention of existing members and to enhance the attractiveness of their organisations to new members. In many of these countries, the employers' organisations are well respected and known voices of business. However, an increase in membership and a broader adhesion, also of certain under-represented segments of the economy, such as SME's and the informal economy, are key factors for a further and bigger role of employers' organisations.

The participants all agreed that large membership is the result of well-functioning EBMOs (Employers' Business Member Organisations), providing for high quality services for members and exerting strong policy influence.

But, having a marketing oriented membership strategy, in which a customer-company oriented approach is central, is certainly an additional key element to achieve wide membership. Employers' organisations hence need to have the capacities, tools and strategies to properly administer, retain, expand and involve members.

In many cases employers' organisations do not have, or do not appropriately use, marketing tools and, in some cases, are not aware of the needs and the benefits of developing a proper and professional membership strategy. A professional membership strategy requires strong reflection and relevant actions on the key elements composing the membership cycle: awareness, recruitment, engagement, renewal, and reinstatement.

The training course focused exactly on these aspects, with a lot of hands on examples and exchange of good practices.

Indeed, starting from an overview on the membership concepts and the data sets which are essential to contact and monitor members, the course aimed at helping employers' organisations in better defining the target market, the value(s) to be delivered to members, the activities and resources to meet members' expectations and reaching out to new members. The course also supported EBMOs in establishing a number of Key Performance Indicators (KPIs) to set membership targets and monitor progresses.

This training course has been developed by DECP, in collaboration with the Programme for Employers' Activities of the ITCILO. This edition was organised in cooperation with the Asian Confederation of Employers (ACE). Further follow up, resulting in concrete actions, will now be provided for at national level in each of the participating countries.