

How to bridge the gap between your association and evolving member expectations



Is your association looking for strategies to meet the evolving needs of your members? If so, you're not alone!

Read on to discover the latest [Association Trends Research](#) and bridge the gap between your members' expectations and your organization's benefits.

1 Invest in certifications and credentials

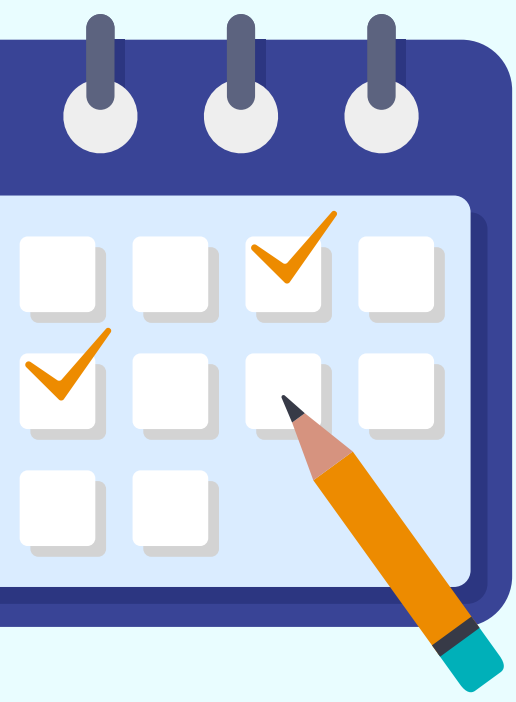
Research shows that 51% of members value certifications or credentials, while only 31% of association professionals prioritize this important member benefit.

Has your organization started investing in a certification program? Perhaps it's time to start!

TIP: NetForum supports associations in offering certification programs by attracting new members and retaining existing ones.

Learn more by reading our free guide.

[Download now](#)



2 Reconsider meetings and events

Members and association professionals are heavily divided about meetings and events. Just 33% of members prioritize events, while 64% of association professionals value meetings and conferences.

Where does your association stand on meetings and events? Maybe it's time to view your meetings as a "channel" rather than as a benefit, or a means in which you can deliver even more value through your member events.

TIP: [NetForum](#) can help! Your staff can use NetForum to manage large-scale conferences, small meetings, and virtual events seamlessly, easily adding additional value to your member events.

3 Offer continuing education and training

Research found that 50% of members prioritize training opportunities, but only 37% of association professionals were investing in programs.

Is your association offering training options and continuing education? If not, now's the time to get started!

TIP: [NetForum](#) makes it easy to invest in continuing education and training options. Use the Education Module to provide flexible training options and support member learning and skill development.



Learn more

Ready to learn more strategies to bridge the gap between your members and association?

Read the entire 2024 Association Trends Study today.

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