

Benchmarking of members of associations

Benchmarking best practices vs benchmarking competition/industry analysis

- Best practices is not necessarily in the industry, look for successful strategies in other industries. Focus on improving. One on one, time consuming
- Industry benchmarking is focus on competition and competitor strength and weaknesses. From there each company can try to find ways to stay ahead of competition. One on many, time per participant is very low

Importance of industry analysis

- For the company itself
 - Market insight – how are my competitors doing
 - Performance improvement potential
- For the association
 - Member value

Associations market

- Connect to many companies within the industry
- Member value
- Individualisation

Value of benchmarking by associations

- Member value
- Market insight
- Help members improve

Approach associations

- Member content manager
- Ceo or secretary
- Research manager
- Those who already do benchmarking
- Those who want to help their member – active associations

Member benchmarking for associations

- Many competitors together
- Focus on target groups
- Value proposition – what's in it for them
- Region – worldwide, national

Preparation

- Workgroup of different members
- Focus on what they need (needs, pains, gains)
- Develop relevant KPIs
- Develop data points

Data collection

- Visits – expensive
- Paper/excel
- Online forms

- Data validation to improve data quality

Reporting

- Reference groups
- Statistical values
 - Mean
 - MedianKnow the difference and impact
- Online/offline
- Each participant its own benchmarking report

Help improve

- In depth analysis
- Site visit and advice
- Work groups