

## **1.1.2 Chamber Management and Administration; and Membership Recruitment**

### **NOTES**

#### **Day 1**

##### **Introductions**

- We last met in Kathmandu in May but a lot has happened since then so we need to go around the table again + map on wall if possible
- We have name badges this time; please put name you want to be known by, and area/sector you represent
- Talk about follow-up from May meeting: lists of importers in UK of key sector goods has been sent, we will try to find some time around this course to discuss and decide if and how to make contact
- Thanks to all for coming and to EEC-Nepal for setting things up, and Baglung for hosting

##### **Course objectives**

- We all run or work for organisations whose objective is help members succeed in their business
- We all want to run those organisations better so that: we have more members who are better serviced
- By the end of the two days we should understand better what we want to achieve, and how we should go about achieving it
- We will have examined all aspects of running an IBO, and will take back ideas for enhancing and improving our own operations, and indeed to introduce new ideas to our set-ups

##### **Proposed timetable**

- Go through section by section
- Daily start and finish times, breaks etc
- Prepare for breaking up in groups for exercises etc..

**1. A walk round a Chamber of Commerce – video with interactive discussion**

- The London Chamber of Commerce building
- Visitors to the Chamber
- The Operations Group
- Reception and Members' Lounge
- Membership – sales and recruitment (member relationship team)
- Chamber Events
- Sponsorship
- Policy, Press and Lobbying
- World Trade

- Information and Enterprise Europe Network
- Publications
- Marketing
- Export Documents
- Facilities e.g. mailroom, IT, HR
- Finance
- Room hire
- Branches

## **2. The functions of a Chamber or Intermediary Business Organisation**

### **Structure**

- **Public or private law status – chambers around the world**
- Background to CCIs in the world since Marseilles CCI was set up in 1699
- Status of CCIs/IBOs in Nepal
- What IBOs/CCIs have in common

- **Focus on private law status of chambers and IBOs**
- How we differ from public law status
- What are our strengths, and our constraints
- **Constitution: articles, bye-laws and annual general meetings**
- What legal niceties do we have to observe
- **Structure: board, council, committees, management and staff – what they do and how they work together**
- What do we need to have
- How do we make it work
- Getting staff to understand the value of the non-executives
- How to get the best out of non-execs e.g. membership ambassadors, expertise in their fields
- FLIP CHART + EXERCISE: typical organigram of IBO: invite groups to do their organigrams and do strengths and weaknesses
- **What should an IBO/CCI look like**
- What are they and what do they want to be
- **Corporate plan and business plan**
- The blue print for the organisation; vision, strategy, and measurable outputs
- What should be in a business plan
- GROUP DISCUSSION on business plans: who has one, how do they do them
- HAND OUT: guide to business planning; this can be used for your own organisation or your members, it is an Australian model which I found useful
- The key elements of an IBO/CCI's business are of course membership, and the services we offer

## **Membership**

- **Membership recruitment and retention**
- Decide that we do want to be membership organisations – we don't have to be but the advantages are real
- Researching the market
- There is no point recruiting without retaining

- **Recruitment**
- How many members do we want
- Segmenting the membership - what kind of companies do we want as members
  
- **Pricing subscriptions**
- Do we want significant subscriptions?
- by turnover or headcount
  
- **The member catchment area**
- Where is our market
- Do we have agreements with neighbours
- Are we a part of a network
  
- **Forming the sales proposition**
- why companies should join/why they want to join
- defining the benefits
- EXERCISE: define the benefits of our IBO/CCIs in groups; why should companies want/need to join us; what would we like to offer as services
  
- **Promotion and marketing**
- Literature
- special offers, membership campaigns and other sales tools
- EXERCISE: compare member packs and marketing literature in groups
  
- **Sales team**
- appointing, managing, incentivising and motivating
- Setting sales targets
  
- **Retention**
  
- **Member relations**
- link with recruitment team?
- Key accounts
  
- **Committees and special interest groups**
- Segmenting the membership by interest
- EXERCISE: who are our key sectors?

- **Communications**
- Literature
- new member days
- website
  
- **Client management system and data records**
- Keeping records
- Renewal information
- How we encourage existing members to re-join
- Recognition and reward
  
- **The role and function of a website**
- Who has a website, how is it used
- What needs to be on a website

## **Day 2**

### **Services for members**

- Is it just members or should we provide services for non-members
  
- **Networking**
- Is this the key service for members?
- events, B2B on-line, introductions
- what do we do now, what can we do in the future
  
- **Events**
- in general – breakfasts, dinners, lunches, seminars, workshops, conferences, lectures, awards
- how do we decide subjects and topics
- how do we organise
- how do we price and market
- EXERCISE in groups; planning an event, report back to plenary

- **Information provision**
- What kind of information is needed by members and potential members
- hard copy, on-line, library, question-answering, problem-solving, business advice, newssheets/factsheets
  
- **International trade facilitation**
- e.g. documentation, customs and regulations, helping members to export and import
- What do we do, what can we do, what do businesses want
  
- **International trade promotion**
- e.g. events, exhibitions, trade missions, hosting of foreign delegations
- What do we do, what can we do, what do businesses want
  
- **Special services for members**
- What can we do beyond the norm?
- Introducing new services
- Testing the market
  
- **Pricing our services**
- Market rates or subsidised by membership fee

### **Supporting business and members**

- Is it our role to improve the economic environment in which businesses operate
- How should we support members
  
- **Campaigns and lobbying**
- Typical campaigns
- Who should we lobby
- Being realistic in our aims
  
- **Understanding members' views**
- Making sure they are representative
- Understanding complex subject
- Doing research
- EXERCISE on running a campaign in groups

- **Media relations**
- How we deal with the press, radio and TV
- Getting media coverage and issuing press releases
- EXERCISE: writing a press release: who, why, when, why
  
- **Relations with government**
- Local and national (and international?)
- Politicians and civil servants
  
- **Working with Chambers and IBOs – regionally and nationally**
- Making the most of our networks
- overseas relations and tapping into the worldwide chamber network
  
- **Capturing what members think of us**
- Asking stakeholders as well as members
- Assessing our influence
- Link with membership recruitment and retention

### **Managing and financing the operation**

- The need to make a profit
- Money to reinvest
- Money from government and other sources?
  
- **Staff and HR**
- Staff are our biggest cost
- Recruitment and retention of the right staff
- Contractual policies and procedures
- Staff welfare
  
- **Premises**
- Usually a major cost
- Benefit to members
- Shop front and meeting place?
  
- **IT**
- How geared up are we
- What IT support do we need



## **Organising the finances**

- Work of the finance team
- Looking at the management accounts
- Sources of income: subscriptions, services, grants, sponsorship
- Costs: staff, premises, overheads, operational
- Doing a budget
- report and accounts

## **3. Open Forum and Q & A**

- Recap on the experience in Nepal
  
- Discussion period
  
- Follow-up