

# Membership engagement is key to membership retention

By Nina GABATAN

18-19 November 2021

14<sup>th</sup> UIA Associations Round Table Europe  
Prague, Czech Republic

# Disclaimer

This document is protected by copyright. Distribution to third parties or reproduction in any format is not permitted without written permission from worldsteel.

# Our coverage



## North America (members in 3 countries)

Canada Mexico United States

## Central and South America (members in 7 countries)

Argentina Brazil Chile Colombia Peru Uruguay Venezuela

## C.I.S. (members in 4 countries)

Belarus Kazakhstan Russia Ukraine

## European Union (members in 19 countries)

Austria Belgium Bulgaria Croatia Czechia Finland France Germany Greece Hungary Italy Luxembourg Netherlands Poland Romania Slovakia Slovenia Spain and Sweden

## Other Europe (members in 8 countries)

B & H N. Macedonia Montenegro Norway Serbia Switzerland Turkey and UK

## Africa (members in 3 countries)

Algeria Egypt South Africa

## Middle East (members 5 countries)

Bahrain Iran Qatar Saudi Arabia United Arab Emirates

## Rest of Asia (members in 12 countries)

Bangladesh India Indonesia Japan Malaysia Singapore South Korea, Thailand Taiwan, China Vietnam plus Oceania: Australia and New Zealand

## China

worldsteel membership reach in over 60 countries across all regions of the world.

# Our focus



# The arena has changed

## Economic

Expansion of worldsteel membership → change in membership portfolio  
Consolidation of steel companies → review benefit of participation  
Center of gravity → moved from West to East

## Technology

Advances in communication technology → changed expectations  
Social Media → broadened the audience base  
Copycats → competition proliferated

## Responsibility

Safety → growing focus and awareness  
Better Technology → makes it easier to produce/market steel outside base  
Environmental Challenges → became a wider concern  
Sustainability → from corporate to industry survival  
Antitrust / GDPR → changing the norms

# The arena has changed



# Our key messages

## 1. Integrity is at the heart of the steel industry.

We enable society to be the best it can be. We feel responsible; we always have. We are proud to be steel.

## 2. A healthy economy needs a healthy steel industry providing employment and driving growth.

Steel is everywhere in our lives for a reason. Steel is the great collaborator, working together with all other materials to advance growth and development.

## 3. Let's talk about steel.

We are committed to being open, honest, and transparent in all our communications about the industry, its performance, and the impact we have.

## 4. There is always a good reason to choose steel.

Steel allows you to make the best material choice regardless of what you want to do. The excellence and variety of its properties means steel is always the answer,

## 5. You can rely on steel.

Together we can find a solution. For the steel industry customer care is not just about quality control and products at the right time and price, but also enhanced value through product development and the service we provide.

## 6. Steel enables innovation.

Steel is creativity, applied. Steel's properties make innovation possible, allowing ideas to be achieved, solutions to be found and possibilities to be reality.

## 7. People are proud to work in steel.

Steel provides universally valued employment, training and development.

## 8. Steel cares for its community.

We care about the health and wellbeing of both the people who work with us and live around us.

## 9. Steel is at the core of a green economy.

The steel industry does not compromise on environmental responsibility. Steel is the world's most recycled material and 100% recyclable. As the world looks for solutions to its environmental challenges, all of these depend on steel.



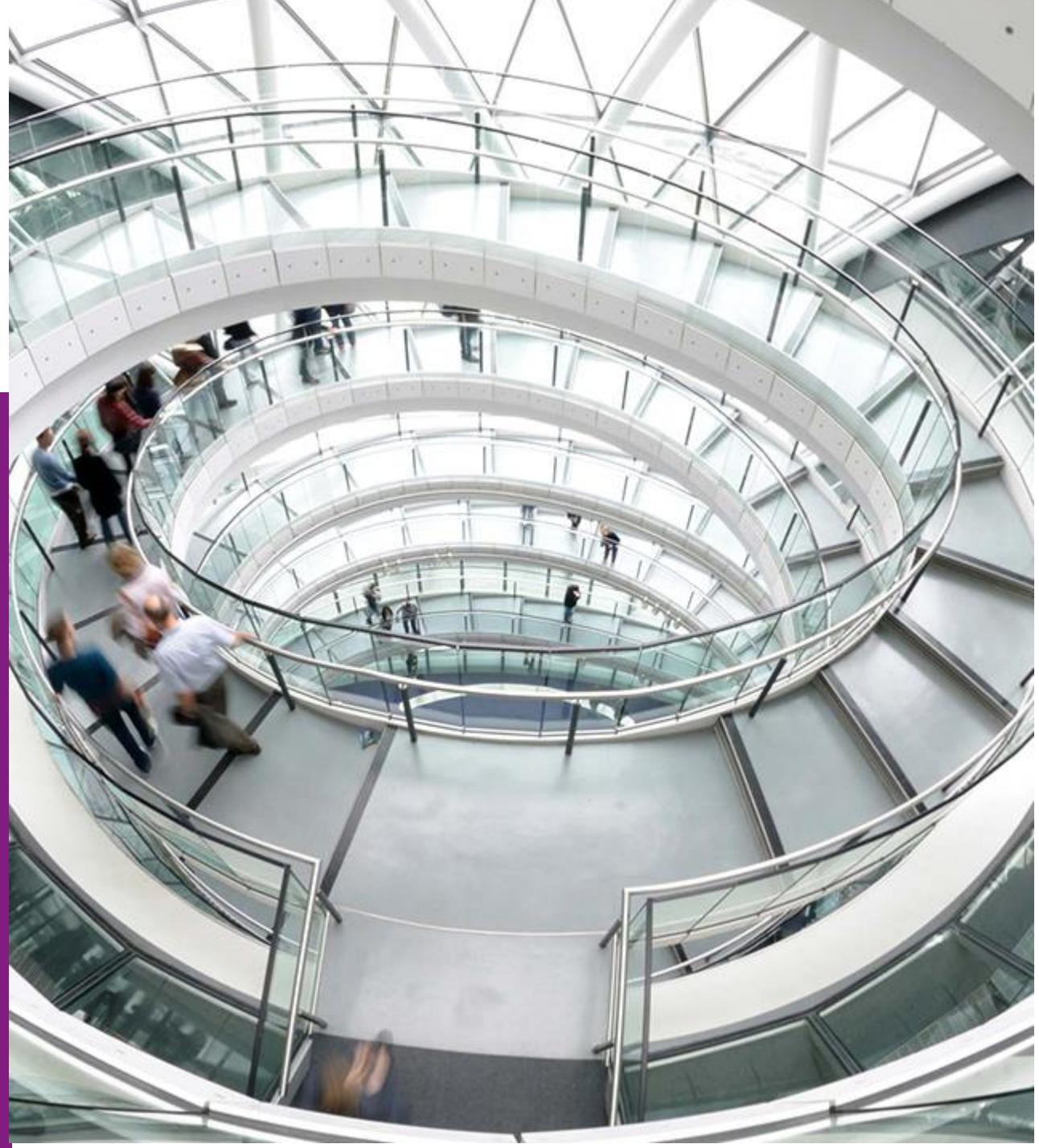
# Workshop:

Membership  
Engagement  
Retention

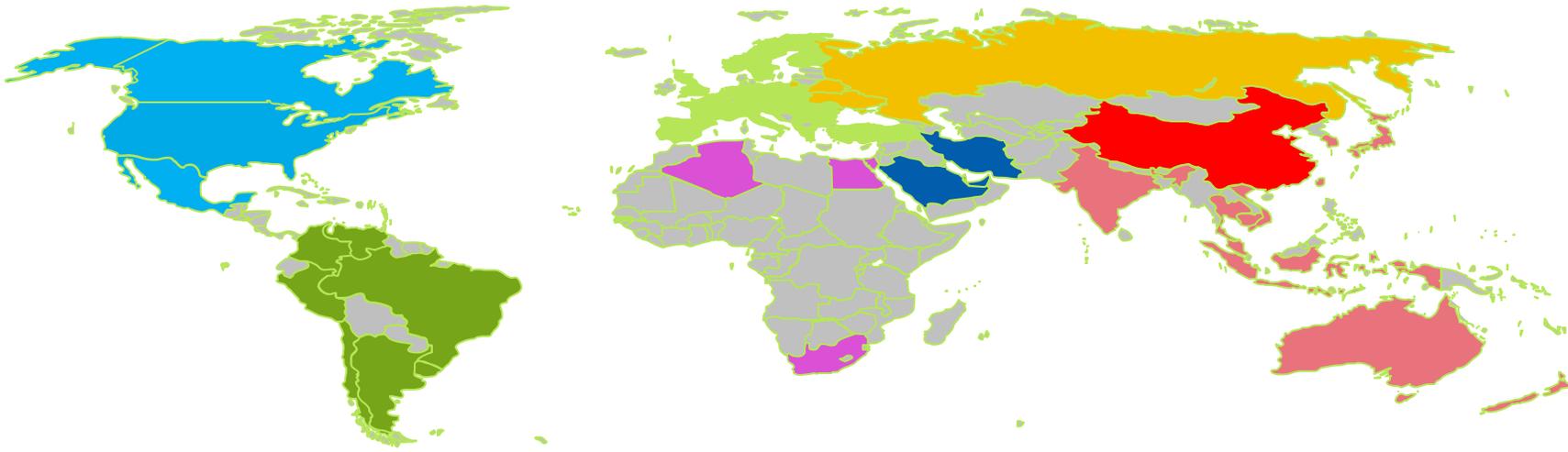


# Touch points for today

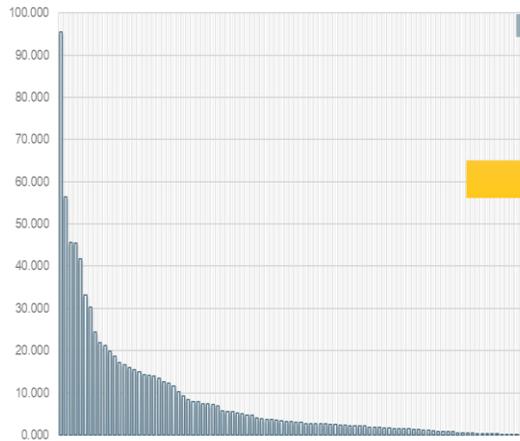
- How well do you know your members?
- Value proposition versus members' expectations
- Agile co-creation
- Report Card



# How well do you know your members?



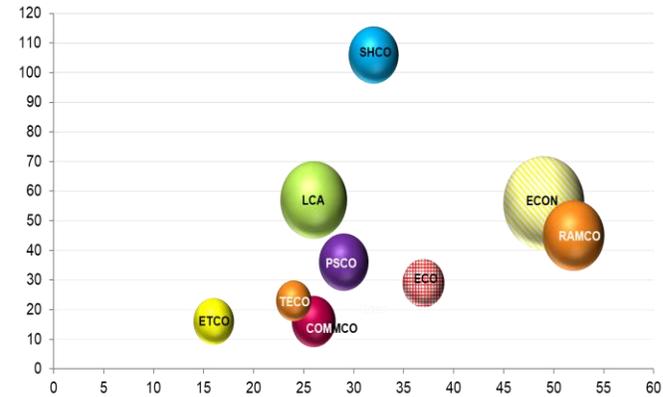
Membership Pareto Chart



Income Contribution by region



Engagement in Committees



# Engagement tracker



Extranet Accounts (EA),

Total: x xxx

Regular

of w/c x

Affiliat

Committees / EGs,

Total: x xxx (xx% of EA)

Regular: x xxx (xx% of total)

= xx%

xxx



Enga

ending J

GoToM

GoToV

xx% attendance rate

steelTalks (Eng): x xxx / x xxx

XX% attendance rate

e

Nominating/Audic. x members

NRA: xx associations / xx pax

CN Liaison: xx members / xx pax  
plus guest non-members: xx pax

# Membership Pulse



- Event/meeting participation
- Value delivered by our offerings
- Delivery vs expectations
- What do they want us to improve/drop
- Experience with our people and leadership

## 2021 Membership Pulse

Response period: 6 July – 12 Aug.

Questionnaire parts: 5

Total number of questions: 22

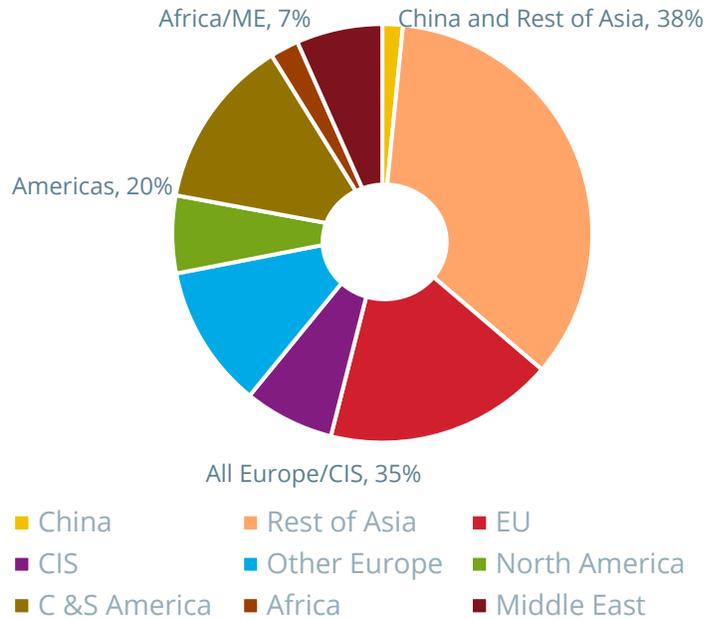
Target respondents: xxx by segment

Margin of error: ≈ 5%

Average time to complete: 14 min

89%

**“ YOUR MOST UNHAPPY CUSTOMERS ARE YOUR GREATEST SOURCE OF LEARNING ”**



## Who responded

Response count: xxx

Overall response rate: xx%

Regular: xxx (xx% of total) w/ KAM  
100k respondents = xx%

Affiliated: xx

## Who missed-out

For some reasons, we notably did not get any response from about a third of our regular members, including: xxx, xxx, xxx, and xxx.

On affiliated members, about x% did not respond.

# How well do you know your members?

Leaders  
Influencers  
Supporters  
Thinkers  
Doubters  
Whisperers  
Gatekeepers



## Food for thought

- Knowing is not the same as understanding.
- It's the things that you least expect that hits you the hardest.

# Your value

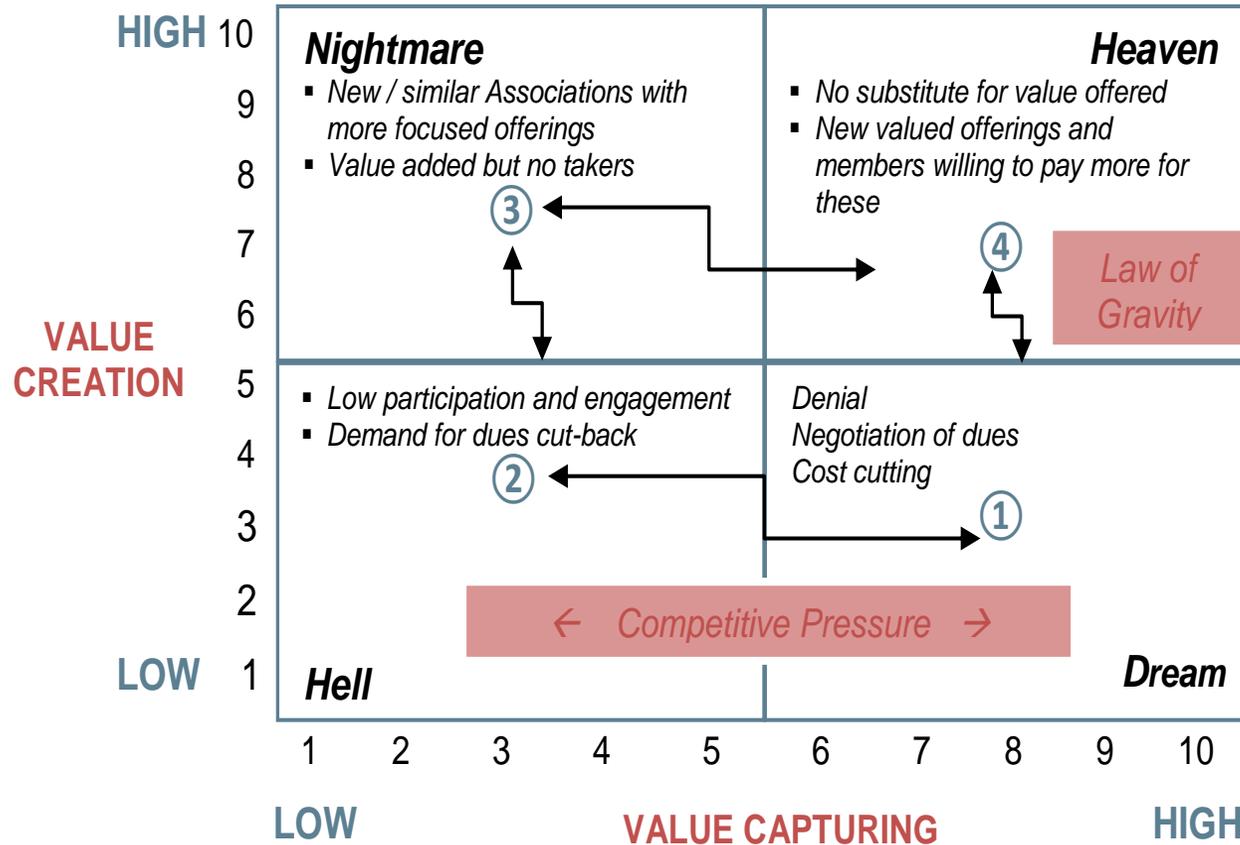


## Food for thought

- Value is a perception.
- Let your members see what you see, and then they will believe.

# Value perspective

## THE VALUE CANVASS



In the framework above, the two axes of the matrix are VALUE CREATION defined as *perceived benefit to members* and VALUE CAPTURING defined as the *ability to generate sufficient revenue to deliver value created in a sustainable way*.



# Agile co-creation



- Co-creation opens your innovation process.
- When you feel you are being heard, you become more invested.
- Co-creation builds relations that could lead to loyalty.

# Report Card

**worldsteel**  
ASSOCIATION

AB  
2017 Re

**COMMITTEE/PROJECT/EXPERT GROUP MEMBERS**

Representation	Title	Contribution
<b>YOUR REPRESENTATIVE IN THE INITIATIVES ON COMMUNICATIONS:</b>		
<b>COMMCO: Communications Committee</b>		
aaaaaaa	Group Director Corporate Communications & Regulatory Affairs	Provided leadership and ste
<b>YOUR REPRESENTATIVES IN THE INITIATIVES ON ENVIRONMENT:</b>		
<b>ECO: Environment Committee</b>		
bbbbbb	Group Director, Environment, Safety & Health	Provided leadership and ste
cccccc	Vice President, Shared Services	Attended meeting(s) in 2017
ddddd	Head Environment	Attended meeting(s) in 2017
eeeeee	Principal Researcher	For information only
ffffff	Chief, Environment Management	Inactive in 2017
ddfdfae	Principal Consultant	Project to be re-activated in
edaeferae	Chief, Projects, Utilities and Environment	Project to be re-activated in
<b>ECO: By Products</b>		
difaadfae	Iron and Steel Slag Expert / Manager By-products	Provided expertise in speci
<b>ECO: Waste Management</b>		

**Membership in worldsteel**  
Activity and progress report  
January 2021

An overview of initiatives undertaken in 2020 and our directions going forward.

**worldsteel**  
ASSOCIATION

**Membership benefits**

An opportunity to join a vibrant global steel association

**worldsteel**  
ASSOCIATION

## Food for thought

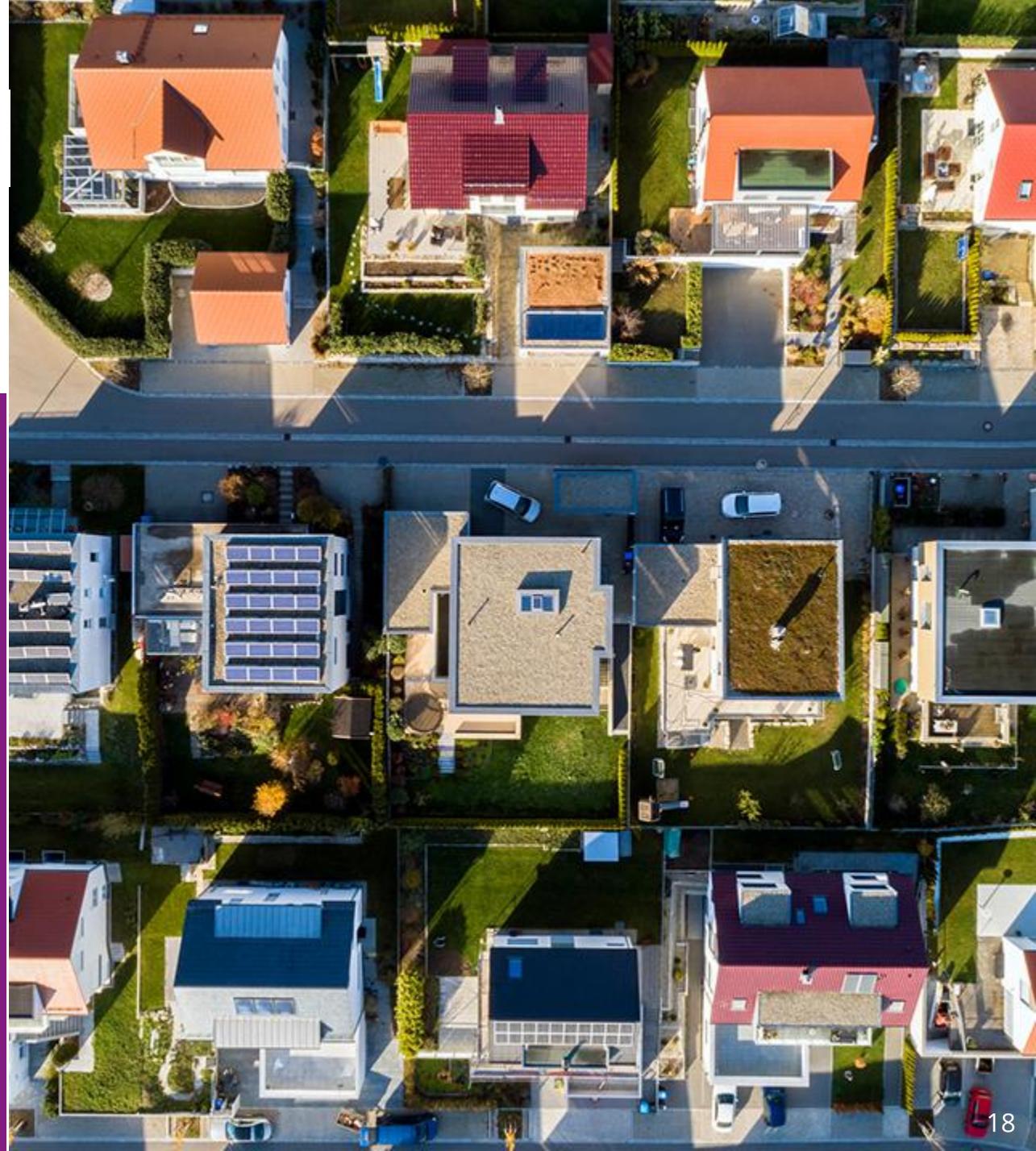
- Transparency builds trust.
- Respect is earned. Honesty is appreciated. Trust is gained. Loyalty is returned.

# Workshop:

Membership → engagement → retention



- Know your members well
- Know and communicate your value offering
- Trust that co-creation will give you gain
- Build loyalty by transparency reporting



Thank you for your engagement.



Nina GABATAN

[membership@worldsteel.org](mailto:membership@worldsteel.org)



**worldsteel**  
ASSOCIATION

[worldsteel.org](http://worldsteel.org) | [constructsteel.org](http://constructsteel.org) | [steeluniversity.org](http://steeluniversity.org) | [worldautosteel.org](http://worldautosteel.org) | [issf.org](http://issf.org)

