



Membership engagement is key to membership retention

By Nina GABATAN

18-19 November 2021

14th UIA Associations Round Table Europe
Prague, Czech Republic

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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

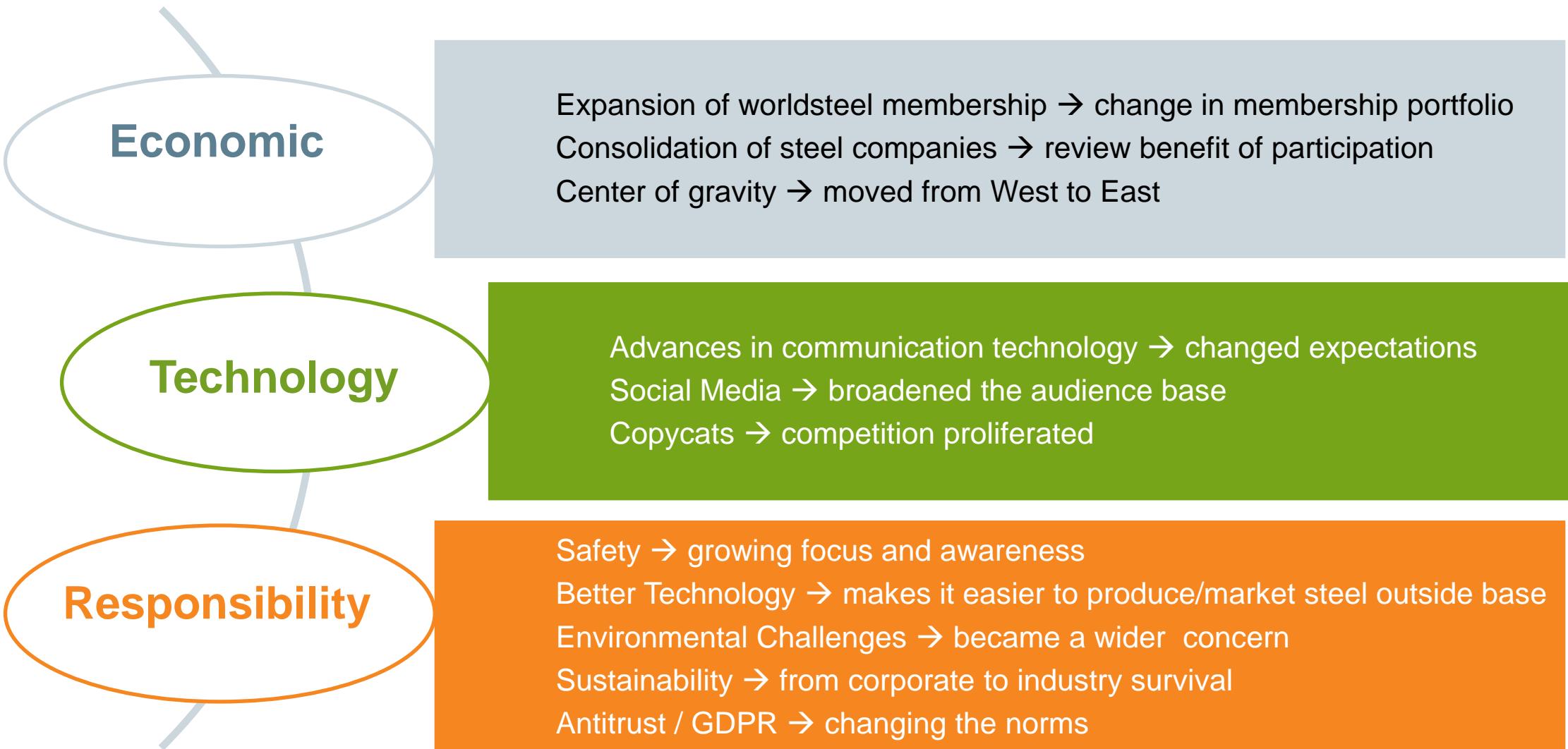
China

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

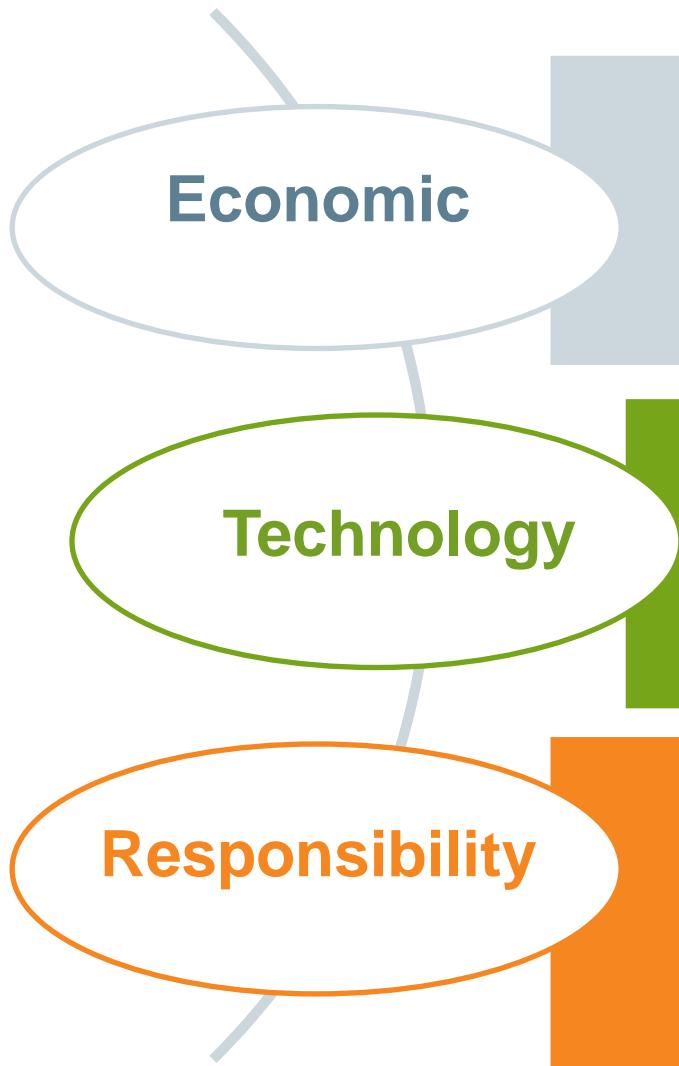
Our focus



The arena has changed



| 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.



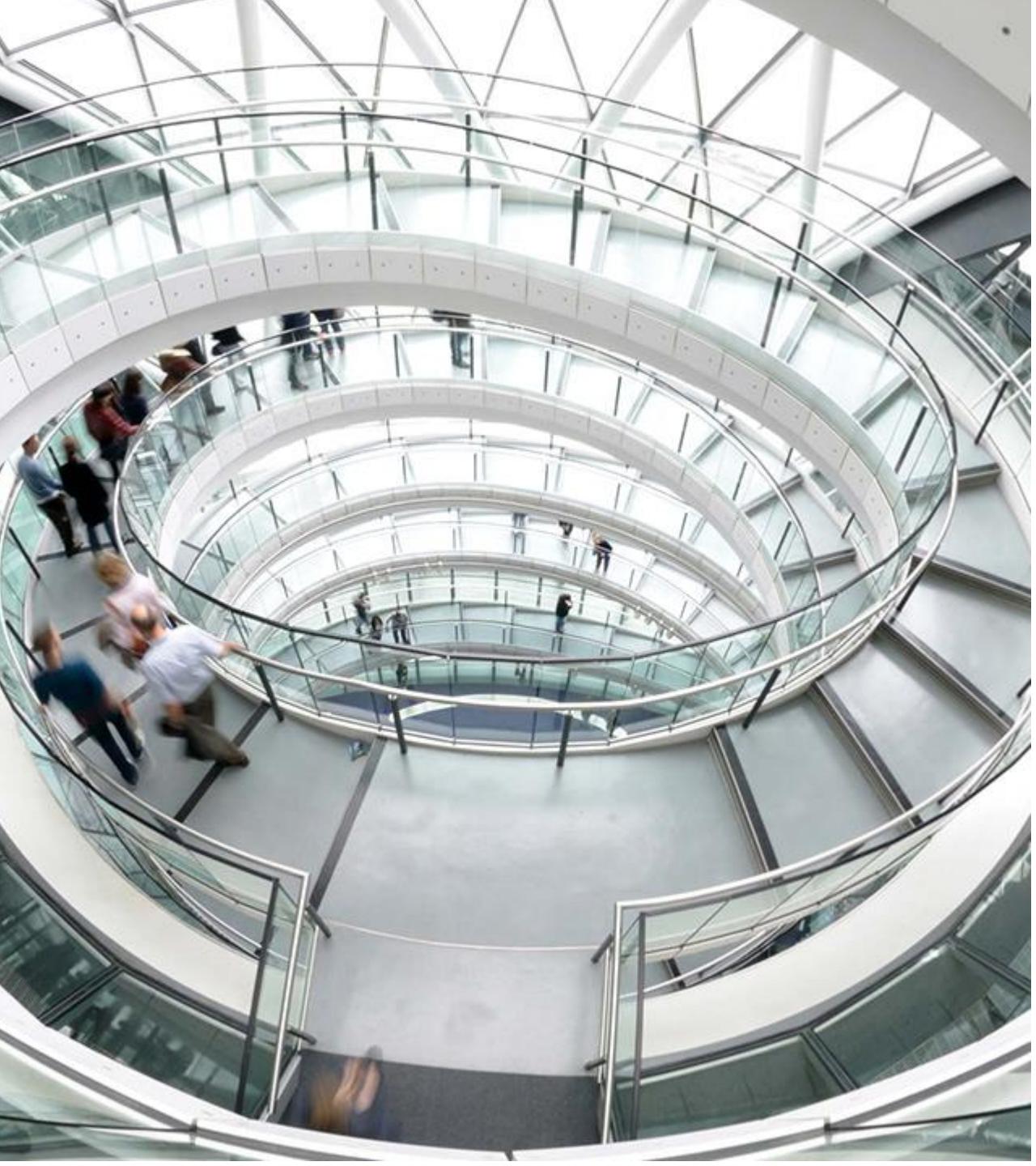
Membership Engagement Retention

Workshop:

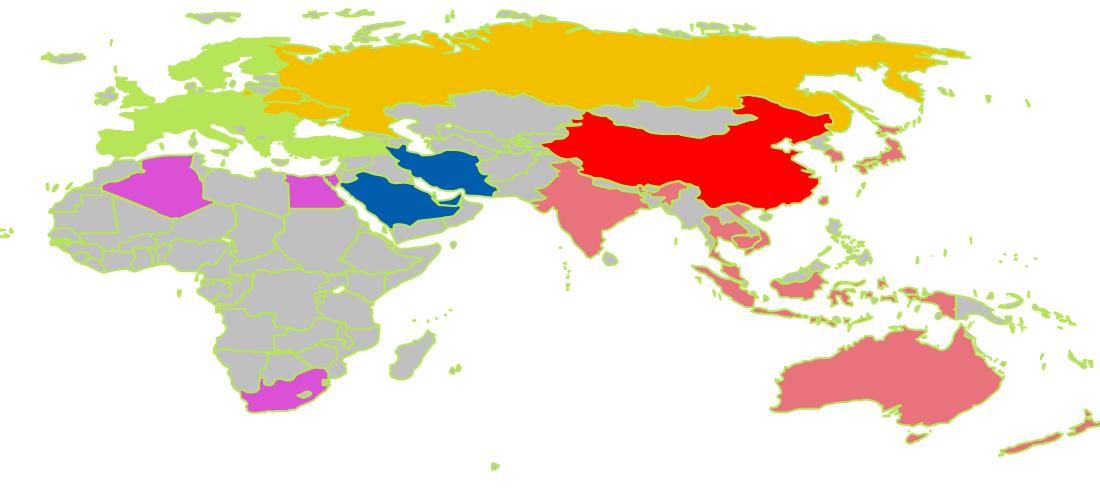
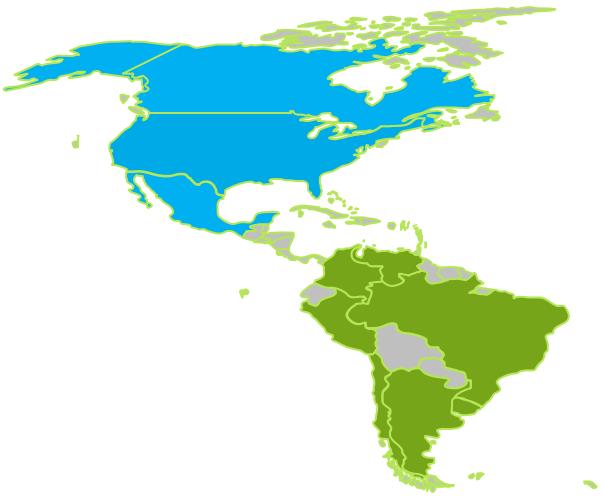


Touch points for today

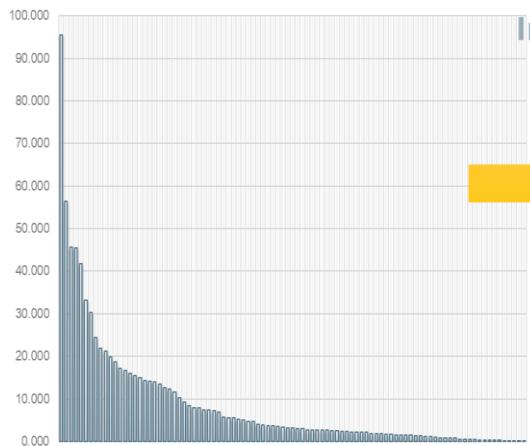
- How well do you know your members?
- Value proposition versus members' expectations
- Agile co-creation
- Report Card



How well do you know your members?



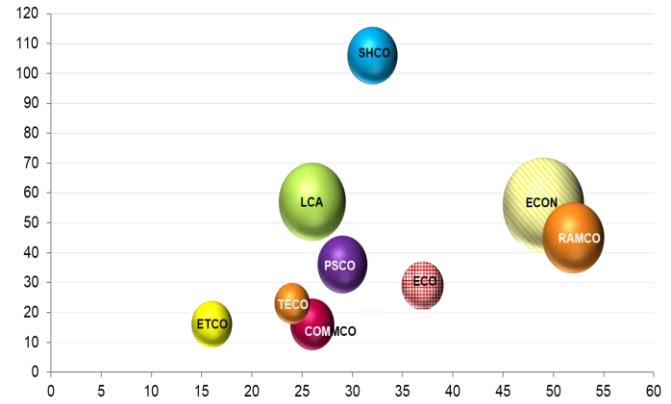
Membership Pareto Chart



Income Contribution by region



Engagement in Committees



Engagement tracker



Extranet Accounts (EA),

Total: x xxx

Regular
of w/c xx

Affiliat

Engag
ending J

GoToM

GoToV

xx% attendance rate

steelTalks (Eng): x xxx / x xxx

XX% attendance rate

Committees / EGs,

Total: x xxx (xx% of EA)

Regular: x xxx (xx% of total)

= xx%

xxx



Nominating/Audit: x members

NRA: xx associations / xx pax

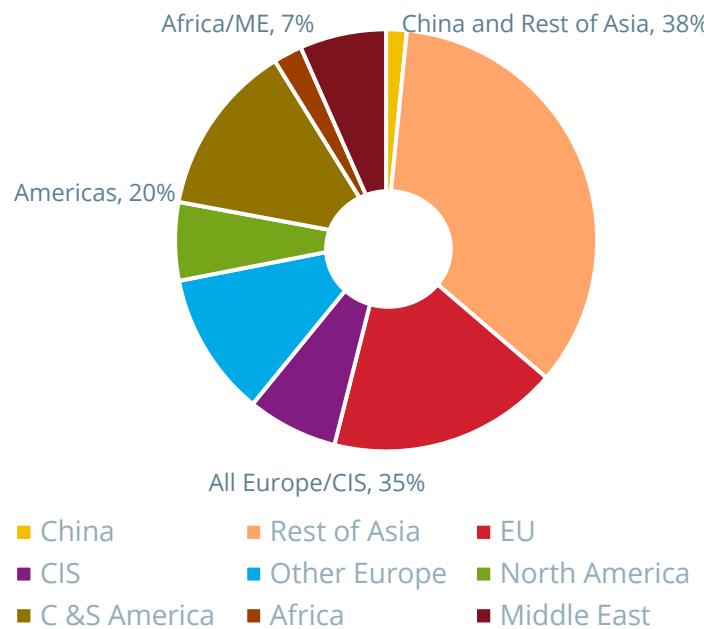
CN Liaison: xx members / xx pax

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 questionnaires: xx

Target respondents: xxx by segment

Margin of error: ≈ 5%

Average time to complete: 14 min

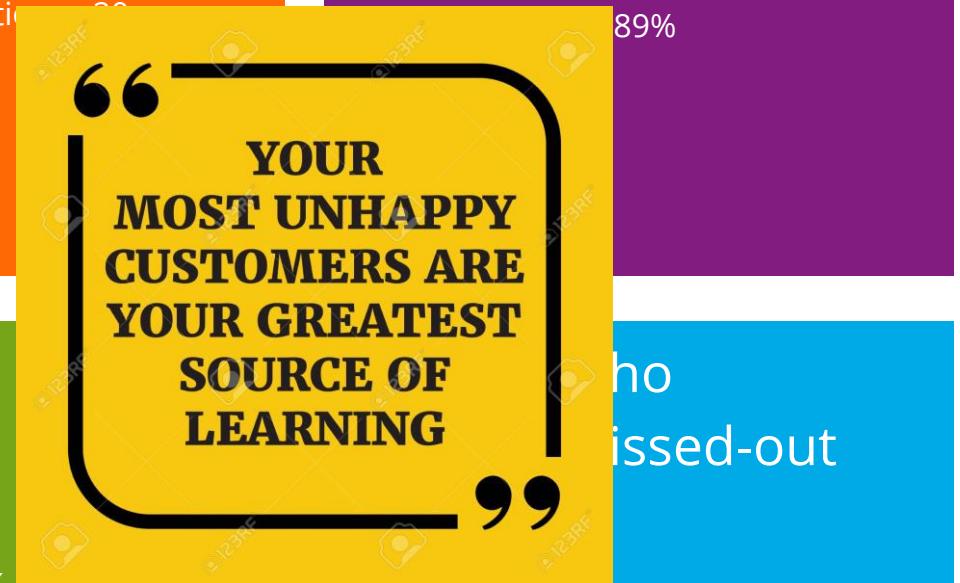
Who responded

Response count: xxx

Overall response rate: xx%

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

Affiliated: xx



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.

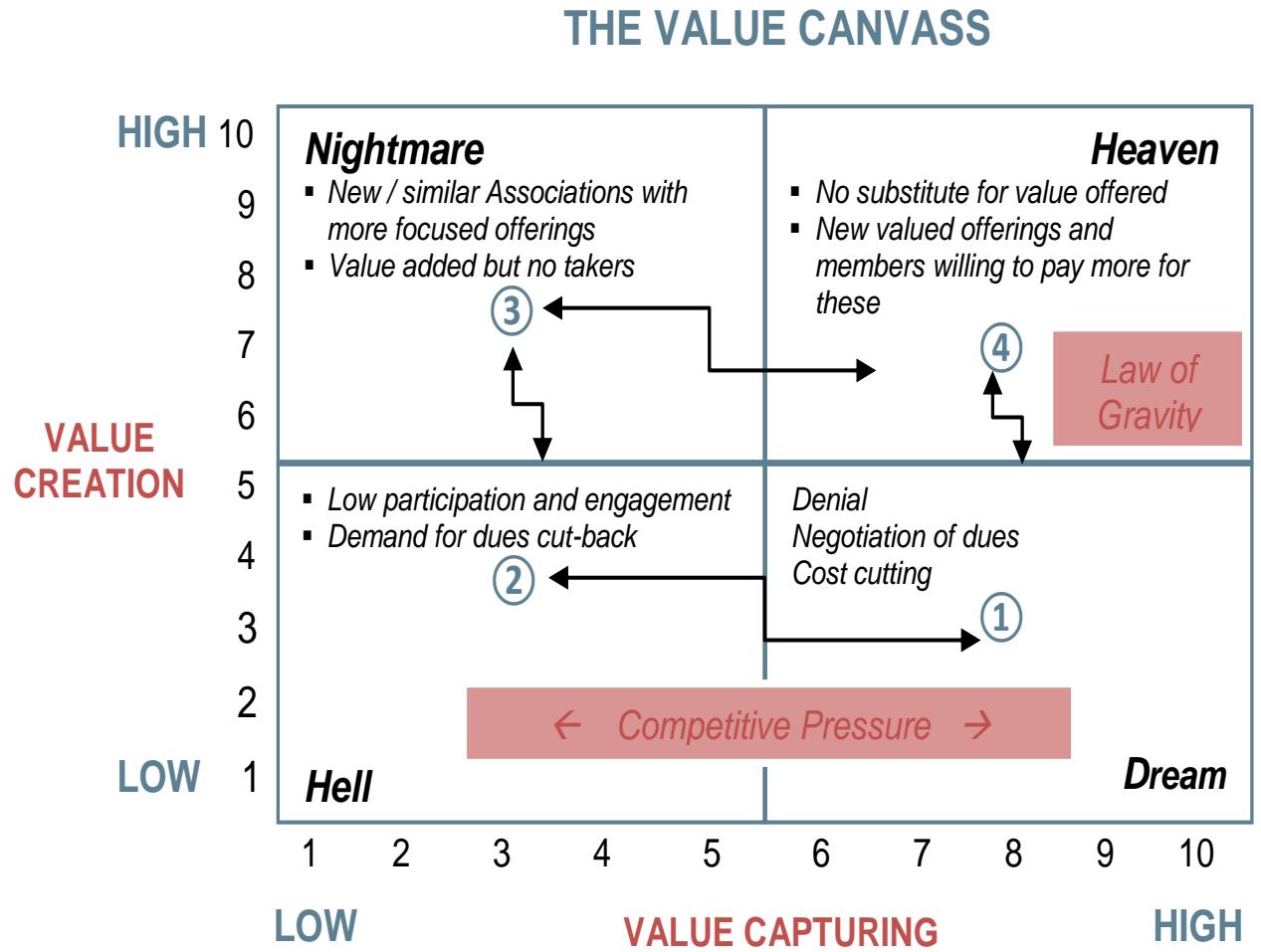
Your value



Food for thought

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

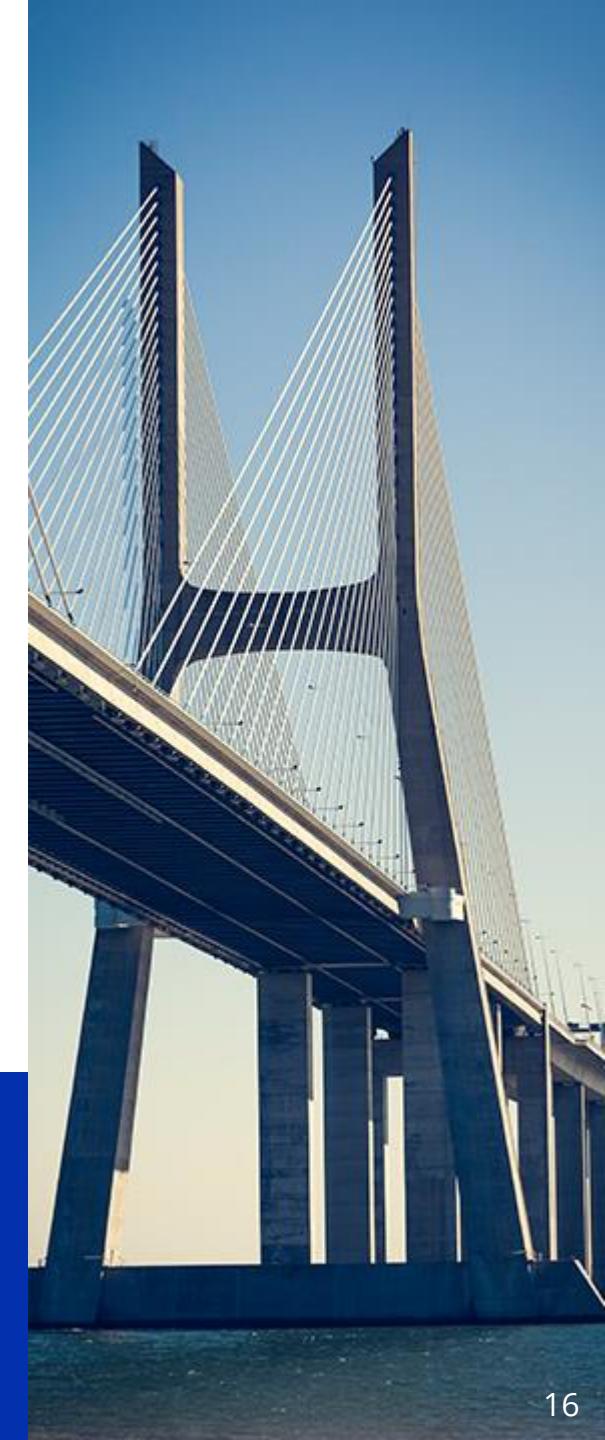
Value perspective



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

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ASSOCIATION

AB
2017 Re

COMMITTEE/PROJECT/EXPERT GROUP MEMBERS

Representation	Title	Contribution
YOUR REPRESENTATIVE IN THE INITIIVES ON COMMUNICATIONS:		
COMMCO: Communications Committee		
aaaaaaa	Group Director Corporate Communications & Regulatory Affairs	Provided leadership and ste
YOUR REPRESENTATIVES IN THE INITIATIVES ON ENVIRONMENT:		
ECO: Environment Committee		
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
dddfdaee	Principal Consultant	Project to be re-activated in
edaeferae	Chief, Projects, Utilities and Environment	Project to be re-activated in
ECO: By Products		
dfdfadafae	Iron and Steel Slag Expert / Manager By-products	Provided expertise in specia
ECO: Water Management		

Membership in worldsteel
Activity and progress report
January 2021

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

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Membership benefits

An opportunity to join a vibrant global steel association

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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.



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worldsteel.org | constructsteel.org | steeluniversity.org | worldautosteel.org | issf.org

