FOR ASSOCIATIONS · GUIDE

Association and Community Partnership Guide

Give your members conversations worth attending, without having to build the entire programme yourself.



Illustrative image, not a photograph of a Pamumvuri event.

The challenge

- Limited staff and volunteer capacity
- Constrained budgets for speakers, venues and resources
- Sponsorship offers with strings: speaking slots, data requests, hard selling
- Pressure to demonstrate member value

How Conversations That Count helps

We act as an organiser that coordinates experts, suitable participating businesses, relevant topics and appropriate formats, while your organisation stays in control of what reaches members.

Your organisation contributes	CTC handles	Members receive
Understanding of members' needs; invitation channels; a host representative; approval of topics, hosts and businesses	Programme design and risk mapping; experts and facilitation; registration and logistics; finding a suitable business; reporting	Practical conversations; useful resources; a respectful setting; complete choice over contact with any business

Organisational value

- A visible, valued member benefit
- Aggregate insight into members' priorities
- Stronger engagement
- A programme you did not have to build from scratch

Member data

Your member list stays yours. You send the invitations. Attending never gives a business anyone's details. Only a separate, explicit request from a member does.

How a programme comes together

1. Tell us about your members
2. Map their needs and agree themes
3. Approve host and participating business
4. We run the conversations
5. Review together

Bring Conversations to Our Members: www.conversationsthatcount.org/associations/#enquire