

	Digital Excellence Keynote Sessions (Main Auditorium)	Online Member Focused Change & Development (Room 1)	Membership Sector Digital Futures (Room 2)	Digital Hack Seminars (Room 3)	Official Partner Showcase Track A (Room 4)	Official Partner Showcase Track B (Room 5)
09:25	Welcome and Introduction, <i>Richard Gott, MemberWise Network Chair</i>	This seminar track is supported by MicroLearn and commences at 10:10	This seminar commences at 10:10	This Seminar track is audience-led and commences at 10:10	This Seminar track is delivered in partnership with Purple Management Consultancy and commences at 10:10	
09:30 1	The State of Digital (2019) - Results Preview, <i>Richard Gott, Membership Champion & Heather Forrester, Managing Director, Research by Design</i>					
10:00 to 10:10 - Movement Time						
10:10 2	The CIPD Website - Our Digital Transformation Story, <i>Sarah Corney, Head of Customer Experience, Chartered Institute of Personnel and Development (CIPD)</i>	CIBSE - Our CRM Journey & How We Engage our Younger Members, <i>Carilyn Burman, Director of Membership, Chartered Institution of Building Services Engineers (CIBSE)</i>	Artificial Intelligence: How it could it impact your members? <i>Alistair McCapra, CEO, Chartered Institute of Public Relations (CIPR)</i>	Attracting Millennials Online & Keeping Them - Top Tips & Bear Traps	Using CRM data to drive personalised member experiences, <i>Alex Skinner, Director, Pixl8</i>	Higher Logic - Consolidating your Member Value Proposition within a Unified Online Engagement Strategy, <i>Mark Eichler, Director UK/EU, Higher Logic</i>
10:40 to 10:50 - Movement Time						
10:50 3	Federation of Small Business (FSB) - 'Taking a strategic approach to digital and avoiding distractions', <i>Caroline Lavelle, Chief Commercial Officer, Federation of Small Businesses (FSB)</i>	Connect, Represent, Engage: Digital Participation with Members, Millennials and Beyond! <i>Denise Linay, Head of Organising and Engagement, Royal College of Midwives</i>	Transforming Assessment for the 21st Century: The CIPS Story and the Digital Future for Examinations - <i>Rachel Wilson, Head of Assessment Standards and Operations, CIPS, & Louella Morton, Executive Director, TestReach</i>	Digital Transformation on a Budget - where to focus in order to maximise value	From Rolodex to Cloud - The lessons we learned from the CRM journey, <i>Richard Young, Vice President - International, Fonteva</i>	Practical use cases of Robotic Process Automation (RPA) for Members and their Associations, <i>Carl Grieves, Managing Director, Silverbear</i>
11:20 Networking/Refreshment Break						
11:50 4	The Robots Are Coming - will they be replacing your members? <i>Claire Morton, Lead Manager - Professional Development, Association of International Certified Professional Accountants (AICPA)</i>	Our Digital Comms Strategy - which channels for which messages? <i>Sara McDonnell, Web and Social Media Editor, Royal Statistical Society (RSS)</i>	VR & Video - The Future of Content Delivery, Here's What's Next... <i>Matt Day, Creative Director, Liquid Productions</i>	Levelling up - Turning Online Engagement into Participation and Growth	Put your members at the heart of content production, <i>Tom Walters, Senior Consultant, Cantarus</i>	Why an Omnichannel approach is the future of member engagement, <i>Alan Perestrello Director and Co-founder Trillium & Skip Fidura, Strategy & Insight Director, dotmailer</i>
12:20 to 12:30 - Movement Time						
12:30 5	Digital transformation - why we need it, what's getting in the way and what to do about it! <i>Ruth Doyle, Group Head of Digital Marketing, Chartered Institute of Procurement and Supply (CIPS)</i>	Stand out from the crowd - getting email opens to 50% - <i>James Cross, Communications and Engagement Co-ordinator, Royal College of Obstetricians and Gynaecologists (RCOG)</i>	Embracing robotic technology to automate the digital member experience - <i>Adam Thompson, Head of User Experience & Azhar Baig, Head of Technical Advisory and Enquiry Services, Institute of Chartered Accountants in England and Wales (ICAEW)</i>	The Power of Small Data - simple data driven actions that deliver big results	Using Engagement Scoring to Improve the Member Experience and Drive Retention, <i>Jeremy Jalie, Performance Improvement Leader, ASI Europe</i>	Engagement-as-a-Service - how AI will get you much closer to your members, <i>Ahmed Eltomay Managing and Technical Director, SmartImpact</i>
13:00 Networking Lunch and Trade Exhibition						
14:00 6	Going Beyond Just Another Delivering 'Another Member App' (The BMA Story), <i>Kit Randhawa, Product Manager, British Medical Association (BMA)</i>	The Power of Video - Getting it right for your members, <i>Andrew Mortimore, Education Manager, Association of Anaesthetists & Nigel Dacre, Founder & CEO of Inclusive Digital</i>	2025 AD: The Future of Apps for Membership Organisations, <i>Russ Magnuson, CEO & Co-Founder, Results Direct</i>	Member Metrics - Effective measures and actions to develop online engagement	Using meaningful data to drive membership growth, <i>Claire Bennett, Principal Consultant, Purple</i>	Findings from the largest digital member loyalty survey ever undertaken, <i>James Roberts, Business Development Manager, Community Brands</i>
14:30 to 14:40 - Movement Time						
14:40 7	How to win the Baby Boomer in the age of change, <i>Lee Taylor, Senior Marketing Manager, Caravan and Motorhome Club (CAMC)</i>	No more black holes - how digital makes it visible, <i>Chris Bacon, Head of ICT and Web, Chartered Institute of Library and Information Professionals (CILIP)</i>	21st Century Member Engagement & Participation - From Print to Digital - and Beyond! <i>Liam Giles, Managing Director, Spindogs and Emma Waddingham, Emma Waddingham Consulting</i>	Digital Transformation Do's and Don'ts	Acquire, Engage & Retain Members: Commercial Strategies Used by Sky, L'Equipe & The Daily Mail Group You Can Adopt to Grow Your Members, <i>Natalie Eastwood, VP, Subscription Retail & Digital Services, MPP Global</i>	Society of Association and Membership Professionals (SAMP) Meeting - Introducing the Concept of Fellowship, <i>Susie Kay, Director, SAMP</i>
15:10 to 15:20 - Movement Time						
15:20 8	The State of Digital (2019) - The Results Explained (Panel Session)	How to find a needle in a haystack - the digital way! <i>John Stevenage, CEO, MENSA</i>	Leveraging the latest digital opportunities to positively impact your members, <i>Roger Garside, Consultant IT Manager, Nautilus International & Richard Broughton, Associate Director, The MTM Agency</i>	Online Engagement - Turning Online Engagement into Participation and Growth	-	-
15:50 Networking/Refreshment Break						
16:20 9	Meeting the needs of our members through digital content and services, <i>Annette Woolman, Director of Membership and Services, and Maria O'Sullivan, Strategic Marketing Consultant, Coeliac UK</i>	Breaking the Code - navigating a CRM and Website project, <i>David Mead, Business Lead, Chartered Institution of Highways and Transportation (CIHT) & Jane Royden, Director, E and H Limited</i>	Creating and delivering fabulous digital content for now and the future, on a budget! <i>Rachel Warden, Communications and Marketing Manager, European Association for Cancer Research (EACR)</i>	Tools & Techniques to maximise member retention	-	-
16:50 to 17:00 - Movement Time						
17:00	Digital Excellence 2019 Power Down Session	-	-	-	-	-
17:15 Professional Networking Drinks Reception						