



MEMBERSHIP WORLD CO.UK
THE PLACE FOR MEMBERSHIP PROFESSIONALS

EDUCATE, INFORM, INSPIRE. CONTENT PROGRAM FOR VETTED PARTNERS

Blogs

We want to ensure blogs for Membership World serve a purpose for both our readers and vetted partners, so we have created criteria and best practice guidelines for you to follow.

Our criteria

- The audience is senior leadership teams of associations and membership bodies.
- Content should be educational and not propaganda with no outbound links.
- There should be a definite call to action for the reader.
- A photo or captivating image should be provided to draw the reader into the article.
- Blog length should be around 750-1000 words maximum.

Best Practice for Blogs

- Use a headline analyser tool to capture the most evocative title
- Content should be spaced out and bulleted.
- Use clear and concise language and avoid jargon or acronyms.
- Be authentic with an interesting and captivating tone of voice, demonstrating you understand the issues facing the readers.
- Our website allows us to use SEO tags so do provide us with your shortlist of 10-15 keywords.
- Quote stats and ensure they are referenced correctly.
- A photo of yourself and a reference point to your solutions page.
- A case study of a client would be great if there is an opportunity.
- Ensure it's proof read by a colleague to double check it before submission.



Executive Round Tables (1 hour online)

We want to ensure round tables for membership world, serve a purpose for both our community and vetted partners, so we have created a template criteria and best practice guidelines for you to follow.

Our criteria

- The audience is senior leadership teams of associations and membership bodies.
- No presentations or demo on these sessions.
- You will be treated equally as the association leaders and asked for your expert opinion on the subject matter.
- If asked to attend, you should bring an association leader with you.

Best Practice for Participating in Executive Round Tables

- We will alert you in advance of who is attending.
- Stats and case study examples are highly valuable to the discussion.
- Participate in the roundtable discussions and share insights.
- Take any notes as appropriate as a potential follow up aide memoire.
- Moderation by Gordon Glenister

Membership World Briefings (1 hour online)

Our criteria

- The audience is senior leadership teams of associations and membership bodies.
- Presentations will need to be sent to us and approved.
- Educational content and no propaganda but a slide explaining what you do is totally acceptable.
- Ideally you should bring an association leader with you.
- We will provide a branded Membership World powerpoint template.

Best practice for participating in Membership World briefings

- We will alert you in advance of who is attending.
- Stats and case study examples are highly valuable to the discussion.
- Our briefings are designed to share inspiring content that creates participation and action by using polls.
- Always have a Call to Action.
- Help us promote the events that you are involved in.
- Typical agenda, introduction, about VP, content, Q&A and Call to Action.
- Moderation by Gordon Glenister.

