

CASE STUDY

Growing Globally

Growing globally and building markets is today on all organisations' agenda. Leveraging expert strategic knowledge, regional resources and local infrastructure will increase speed to market, sustainability and return on investment.



World's Top Financial Association

Finance / Europe and the Commonwealth of Independent States (CIS)

Challenge

This association, positioning as an international association of the world's best life insurance and financial services professionals, aimed at community building in Europe and CIS and growing membership and annual meeting attendance in the region.

MCI's solution

Realisation

MCI established a start-up regional office in Brussels, Belgium and created an action plan and Key Performance Index (KPI) focusing on growing membership and annual meeting participation in Europe and the CIS region. A membership and product strategy was designed based on local market research that would showcase the local "business value" in the association's value proposition, i.e. best sales ideas from top financial advisors for higher productivity.

MCI successfully drove local community building by:

- | establishing corporate relations;
- | nurturing partnerships with related organisations;
- | focusing contents on local markets;
- | creating local language communications;
- | supporting the organisation of local member initiatives such as 1-day Conference to relate to local members' needs;
- | increasing participation of local members to international activities;
- | initiating an ambassadorship programme and generating seminars, workshops and trainings.

Results

After 1 year (2006-2007), the revenue from Europe and ICS region increased by USD 110,000 through a 20% jump in local membership and 33% growth in annual meeting attendance.

Why MCI?

MCI's "think globally, strategise/plan regionally and act locally" mantra with over 15 years experience in association management and consulting successfully helped the association penetrate into the EMEA market by increasing the membership and meeting attendance.

