MEMBERSHIP GROWTH & BRAND DEVELOPMENT THROUGH TOPICAL EVENT STRATEGY

US-based international organisation in the field of electronics

CHALLENGE

With 5,000+ Company members worldwide, the organisation has a vast offering of standards, training and certification covering many industry verticals. However, the perception in Europe was ‘US-centric’, the specifics of the services not sufficiently known, and the stakeholders were not aware of the hows and wheres. The yearly event organised in Europe did not provide much visibility, participation was stagnating and there were limited customer relationship.

SOLUTIONS

The organisation opened a European Office in 2016. To uncover insights and increase understanding of the local target communities (brand/value perception, relevance of offering, membership drives, desired services…), MCI developed ‘Voice of Customers’ interviews. One of the key outcomes identified was the opportunity to bring very specific industry vertical events on standard and combine events with training and standard committee meetings. Ultimately, multiple event channels were considered to reach target audiences, stand-alone event or hooking up with existing event and local organisations.

RESULTS

50% MEMBERSHIP INCREASE IN EUROPE IN 3 YEARS

PARTICIPANTS FROM 160 TO >1,000

NUMBER OF EVENTS FROM 1 TO 18 (2016-2019)

LOCATION

Europe

SERVICES

Market Data, Voice of Customer, Membership Growth & Engagement, Event Strategy

PROJECT

Voice of Customers

TARGET AUDIENCE

Designers, board manufacturers, assembly companies, suppliers, and original equipment manufacturers

Find out more: www.mci-group.com/contact