



Florida Membership and Marketing Symposium Recap **Hosted by Frenchman's Creek Beach and Country Club on June 8th, 2018**

Late last week our Florida members experienced a day of education and networking at the beautiful Frenchman's Creek Beach and Country Club in Palm Beach Garden's, FL. We were spoiled with tremendous hospitality and indulged in a variety of culinary delights from their very talented team of professionals. We were also showered with gifts inclusive of a milk chocolate "key to success" and personalized champagne departure gift!



Our day began with a presentation focused on identifying and influencing member loyalty, presented by Jim Butler of Club Benchmarking. One of the biggest takeaways was understanding the difference between member satisfaction and member loyalty. Jim shared that member satisfaction is really about learning how well our members' expectations are met, and member loyalty is about understanding how likely our members are to stay long-term and spread positive word of mouth. He also clearly defined the membership loyalty model, a formula for achieving member loyalty.

Our next session, on leadership synergy, featured the membership director at Fort Lauderdale Yacht Club, Valerie Roca, and the club's VP and Membership Chairman, Derek Holding. They discussed the importance of engaging qualified volunteer leadership with relevant backgrounds in communications or marketing, and their shift from reactive to proactive marketing - identifying channels for reaching potential members where they are looking, when they are not looking and leveraging existing members.



During our education on "smart clubs of the world" George Stavros, of Pacesetter Technology, covered four primary trends facing the club industry: personalization, wellness, family and technology. He explained how the "expectation economy" that our

members live in is impacting how private clubs do business. And, provided excellent examples of how leading clubs are creatively responding and thinking bigger.

Last, but certainly not least, we finished the day with perspective from Pamela Rudd, licensed realtor and membership development manager at Frenchman's Creek Beach and Country Club. Pamela shared her tactics for fostering rewarding relationships with realtors. When talking about building trust and strengthening communications she stressed the importance of speaking their language and providing them with tools to be successful, such as offering a realtor specific club app and applying geo-fencing technology to maximize information sharing.

