

Membership Engagement Envisioning Workshop

Transforming membership loyalty and engagement for the leisure industry.

Membership engagement is about more than renewals and discounts, it's about creating valuable experiences that foster genuine connections between members and your brand. In the competitive leisure industry, meaningful engagement is essential for:

- Building long-term loyalty: Turning one-time visitors into lifelong members.
- Increasing revenue opportunities: Through upselling, exclusive offerings and referrals.
- Enhancing the member experience: Delivering personalised and memorable interactions across every touchpoint.
- Reducing churn and minimising cancellations: Build stronger member connections around their sense of purpose and personal motivational drivers.

At OBT Live, we help leisure organisations reimagine membership engagement strategies by leveraging behavioural insights and actionable data to deliver impactful results.

What You'll get:

Our workshop is tailored to help leisure organisations design effective strategies that elevate the member experience. Through a collaborative and focused approach, we will:

Define Your Goals

Identify key performance indicators (KPIs), such as membership retention, referrals, or event participation. Understand your target member segments and desired behaviours. Align engagement strategies with your organisational objectives, including minimising churn and cancellations.

Understand Member Motivations

Explore what drives member loyalty, including community, achievement, exclusivity and personal goals. Analyse behavioural patterns to design targeted engagement approaches that resonate deeply with your members.

Design the Member Journey

Create an end-to-end membership journey that integrates digital, on-site and community touchpoints. Develop high-fidelity mock-ups and clear action steps to bring your strategies to life.

Key Benefits of the Workshop



Insights:

Gain a comprehensive understanding of what inspires member loyalty, reduces churn and increases engagement.



Leisure Specific:

Workshop content is tailored to address the unique challenges and opportunities in the leisure industry.



Data Driven:

Boost membership retention and revenue through strategies informed by measurable insights.

Workshop Deliverables

Strategy

A detailed report with actionable recommendations tailored to your member base.

Mock-Ups

Visual examples of engagement touchpoints to guide implementation.

Roadmap

A step by step plan to execute your engagement strategies effectively across membership channels.

Let's Build Meaningful Membership Engagement

Contact us today to schedule your Membership Engagement Envisioning Workshop with OBT Live.

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