Future proofing analytics – an interactive seminar for Membership Associations

as well as understand the lessons from the past (analytics).

SAMI Consulting has collaborated with Z/Yen on a number of projects on Long Finance – for instance the study on the future of Financial Services "In Safe Hands?, which has been used globally to prompt discussion and new thinking. ACCA have used it as the basis for a global project on "Access to Finance for SMEs". Our work on the future of membership associations framed the recent Institute of Directors Strategy AwayDay.

We have decided to combine our expertise to offer this interactive seminar on future-proofing the use of analytics for Membership Associations.

Practical Matters

To be held at Z/Yen, 90 Basinghall Street, London EC2V 5AY, UK.

Directions - click here for map:

- On the corner of Basinghall Street and Gresham Street. Basinghall Street has some interesting numbering; head for that corner.
- Nearest Tube Stations are Bank (exit 1), Moorgate, Mansion House and Cannon Street.
- Bus Route 21 travel down Prince's Street and Routes 25, 8 and 242 travel down Cheapside.
- Z/Yen can accommodate bicycles.

On 5th November 2015

From 10:00 to 13:00 (coffee at 9:30)

To register, contact

analytics@samiconsulting.co.uk or

linda_cook@zyen.com

Background

Z/Yen have used analytics extensively with Membership Associations, to help them understand the trends that are affecting the Association and their members.

SAMI has run a series of workshops over the last 18 months on the future of Professional Associations. As a result we have understood many of the uncertainties facing Membership Associations, and the need to anticipate the future

Purpose of the seminar

To help staff of Membership Associations to
- Use best thinking on how to anticipate the future
- Use data analytics
- Think about which of the data analytics trends may change in the future, and when.

Style of the seminar

The seminar is divided into three sessions, and each session consists of a short briefing followed by participants working with their peers to develop their ideas.

Participants

Participants will be personally invited by Z/Yen and SAMI, and the event is free to attend.

Ian Harris of Z/Yen will lead the session on using predictive analytics in Membership Associations, based on Z/Yen's pioneering work using data adaptive (machine learning) techniques in various civil society organisations.

Speakers

Huw Williams of SAMI will lead the session on getting better at anticipating the future, based on the work by Professor Philip Tetlock of the University of California at Berkeley.

Cathy Dunn of SAMI will lead the session on using the Three Horizons tool to think about which of the trends affecting Membership Associations may change in the future, and when.