

Inventures Insights

Happy Holidays!

The Inventures team would like to wish you a wonderful holiday season and a prosperous New Year!



A Q&A with Stan Moyer, Vice President, Ecosystem Development & Collaboration at Inventures

What changes do you expect to see on how associations/alliances collaborate in 2022?

I expect that alliances and associations will have more face-to-face meetings than the past couple of years (due to the COVID-19 pandemic). However, international organizations may not see full in-person attendance at their events due to varying COVID-19 restrictions and outbreaks in different parts of the world. For example, some countries and/or companies are much more conservative in allowing their citizens or employees to travel. Therefore, while it is more difficult to manage than a completely virtual or completely in person event, we will most likely see more hybrid events — that is, where many participants attend in person, but some will need to participate virtually. That will bring challenges to ensure these hybrid meetings are effective and do not disenfranchise either the virtual or in-person participants.



Anything new or different that Inventures will do to enable its client organizations to achieve their goals in 2022?

Many of our clients rely on in-person meetings in order to collaborate efficiently and effectively (e.g., development of specifications, facilitate networking, and/or generate revenue through event attendance). With the expected increase in number of hybrid events, [Inventures](#) will use a combination of technology, best practices, and experienced collaboration management professionals to facilitate successful hybrid meetings and events.

What is your favorite holiday tradition?

I especially like Christmas Eve. Both of my wife’s grandmothers were Italian, so we have excellent Italian traditions when it comes to cooking and eating. A well-known Italian-American Christmas Eve celebration is called the “Feast of the Seven Fishes,” which means you have seven different seafood dishes. My wife and I host Christmas Eve dinner for our extended family and prepare a meal in the tradition of the Feast of the Seven Fishes — it’s a wonderful time with family and good food!

What do you look forward to the most in 2022?

In 2022, I’m looking forward to meeting in-person again. While many North American-based associations were able to meet face-to-face in the second half of 2021, many of Inventures’ clients are global in nature and were not able to meet face-to-face because not all member companies are located in countries with COVID vaccination rates necessary to ensure safe gatherings. We had one client, [ONVIE](#), who met in Europe this fall. While travel itself can be a chore, the benefits of face-to-face meetings are real and considerable. There is no substitute to meeting in-person, when it comes to building rapport and relationships with people, networking and meeting new people, and the productivity of face-to-face collaboration.

Association Membership Committees: A Personal Approach That Can Make the Difference

As COVID-19 continues to impact our daily lives, there is some encouraging news. Travel restrictions are being lifted, business travel is taking place, and in-person conferences and trade shows are scheduled for 2022. Throughout the pandemic, some of the hardest hit organizations were non-profit associations of all types. As they emerge from the COVID cloak, associations will now need to re-engage with their membership, review and redefine their missions, and identify what the new reality is. For this reason, a [membership](#) committee may play a critical role in the success or failure of these organizations, and encouraging new members may be the key to that success.



Although most membership committees have a timeline to engage all the membership showcasing value and commitment to mission, many do not have an outline on how best to inspire or motivate new members enough that hitting the renewal button is a no-brainer. Studies show the first year of membership is the most critical – it’s not enough to just cash the check and say thank you. Members are sophisticated and want to ensure their financial investment provides all the benefits promised on an association’s website. How benefits are delivered is important. Don’t neglect human nature: everyone wants to be recognized and valued. Here are some ideas for your membership committee to consider for a thriving renewal pattern:

Remember: It's Personal

- New members should receive a personal contact from the top ranking person(s) in the organization thanking them for joining and inviting them to the next event or meeting
- Identify a timeline for multiple contacts throughout the year from different sources showcasing benefits and why they're of value
- Track involvement of members and showcase individuals who are involved
- Engage with members during meetings by asking questions: "What do you think about this topic?"
- Have active social media platforms and showcase member accomplishments; be consistent
- Consider programs for involvement and educational opportunities: Mentorship, New Member Groups, Young Professionals, Affinity Groups– find the commonality between members
- At in-person meetings, events or conferences hold:
 - Meet the Leadership Q&A sessions: Build rapport with your leaders
 - Welcome to the Association Meeting: How to get involved
 - Invite to a Board Meeting: Here's what we do
 - Buddy Programs: Find like-minded individuals to pair with new members
 - Offer New Member Introductions from the Podium
- Ask members if they are finding value in their membership 6-8 months after joining
 - If yes, keep up the good work
 - If no, find out why and try to remedy the situation

Depending on the size and type of your association, there are countless ways for a membership committee to engage its members. Use the collective wisdom around the room, encourage new ideas and different perspectives, and find that enthusiasm around an idea or two and give it a try. Members are all about value, members want to be listened to, members want to be appreciated. If all this is done well, members will reciprocate by clicking YES for their renewal.

Inventures Welcomes New Client

Inventures welcomes [Women in Thoracic Surgery](#) (WTS) to its client roster providing a range of [services](#) including Business Operations Services, Web & IT Support, Board & Committee Support, Awards and Scholarship Support, Communications, and Meeting/Event Management.



"We are excited that Women in Thoracic Surgery has selected Inventures as its management company providing support to further build on their success on achieving the organization's mission." said Stan Moyer, Vice President, Ecosystem Development & Collaboration at Inventures.

Women in Thoracic Surgery was founded in 1986 with a mission to enhance the quality of medical care given to patients of its members, to mentor young women thoracic surgeons, to enhance the

education of patients about heart and lung diseases and to enhance educational opportunities for women thoracic surgeons.

Client News: GENIVI Alliance Rebrands as Connected Vehicle Systems Alliance

The [GENIVI Alliance](#), a collaborative community developing open standards and software for in-vehicle systems, recently announced its rebranding as the [Connected Vehicle Systems Alliance](#) (COVESA). The new brand signifies the Alliance's evolving technical focus to connected vehicle systems including in-vehicle, on-edge and in-cloud services, interfaces and data exchange.



“Our members have proven their ability to deliver standards and solutions that meet the needs of the evolving connected vehicle industry. This new brand and vision reflects all that we believe in and what we are working to achieve as members and leaders of COVESA,” said Matt Jones, chairman and president of COVESA. “We have a strong, active member base that has come together from across the globe with contributions that power the future of integrated shared systems that in turn, benefit and complement their own businesses and product priorities.”

Discover more about COVESA, and how they are accelerating the future of connected vehicles, in this short [video](#).