

Harnessing Client/ Member Data

Insights to drive strategy

Many organizations collect more data than they use. Member surveys go unanalyzed, engagement metrics sit in dashboards no one reviews and decisions that should be informed by research end up driven by assumption or institutional habit. When data collection lacks a clear purpose or a reliable process, the result is information that stakeholders distrust, strategies that miss the mark and resources spent on programs that do not reflect what members or clients actually need. This session equips attendees with a practical approach to transforming raw data into trustworthy, strategic guidance. Drawing on AOE's experience in member engagement, strategic planning, association management and marketing across technical industries, presenters walk through the full data lifecycle: from designing effective collection methods to analyzing results with an eye for bias and translating findings into recommendations that resonate with leadership and inform organizational decisions.

LEARNING OBJECTIVES:

- Identify the most common breakdowns in how organizations collect and use member or client data, including gaps, biases and inconsistencies that undermine reliability.
- Apply a structured framework for designing data collection efforts that align with strategic goals and produce actionable, trustworthy results.
- Analyze both quantitative and qualitative data to surface insights that reflect the real needs and priorities of your audience.
- Communicate data findings clearly to leadership and stakeholders in formats that drive informed, confident decision-making.

