

NEPIC ANNUAL MEMBERSHIP SURVEY

RESULTS 2018

CLUSTER . CONNECT . GROW

SURVEY HIGHLIGHTS

- ▶ 70 responses vs. 48 in 2017
- ▶ Overall membership satisfaction rating: 7.2
- ▶ Despite recent leadership changes membership satisfaction remains stable (7.1 in 2017)
- ▶ Networking opportunities, events and sector news updates remain the most valued
- ▶ Sector specific events, member-to-member promotion and regular business updates have been highlighted once again as areas that require greater focus
- ▶ Activities that members are interested in supporting – content, mentoring, ambassadorship and sponsorship – were also identified



MOST VALUED

What do you value most from membership?

Networking Opportunities	47% (52%)
Events & Meetings	16.7% (14.5%)
Sector news & business updates	15.2% (8.3%)
Idea & best practice sharing	9.1% (6.3%)
Mentoring & business support	4.6% (6.3%)
Marketing & promotion	3% (4.2%)



PERFORMING WELL

What do we do well? *(Multiple choice)*

Providing network opportunities	80% (77%)
Promoting the region & sector	64.6% (45.8%)
Delivering events & workshops	49.2% (56.3%)
Showcasing suppliers	27.7% (10.4%)
Industry & business updates	26% (27.1%)
Highlighting business opportunities	18.6% (20.8%)
Providing business support & mentoring	15.4% (25%)
Promoting your business	10.7% (12.5%)

