



Feedback Summary Report
AFM Marketing Forum

Thursday 21 March 2019

Friends House, Euston Road, London

Agenda

- 0945 Registration and tea/coffee on arrival
- 1000 Chair's welcome and opening remarks, *Ann-Marie O'Dea, Shepherd's Friendly*
- 1015 Outputs from previous Marketing Forum, September 2018, *Ben Pears, Kingston Unity*
- 1030 Marketing at the moment of truth – How technology can enable relevant, digital conversations, *Matt Oldham, Opal-UK*
- 1115 Prioritise and Execute - Social Media and SEO strategies to grow your online presence, *Ed Ryan, Hallam Internet*
- 1245 Digital marketing Q&A, *Ed Ryan, Hallam Internet*
- 1300 Lunch
- 1330 Adding Value, Building Trust, *Christine Husbands, RedArc*
- 1415 PR for Mutuals, *Kevin Carr, Carr Consulting and Communications*
- 1530 Close

Attendance

A total of 54 people attended (compared to 38 last time), with representation from the following 29 Member/Associate organisations:

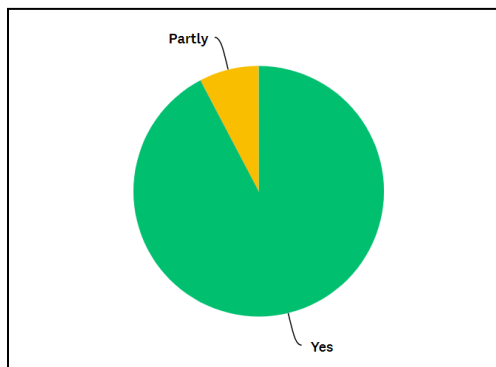
Organisation	No.	Organisation	No.	Organisation	No.
BHSF	1	Holloway Friendly	2	RMML	1
British Friendly	1	Kingston Unity	2	Sheffield Mutual	2
Cirencester Friendly	1	Lady Grover's Fund	2	Shepherds Friendly	3
Compass Friendly	1	MDDUS	2	Sovereign Healthcare	1
CS Healthcare	1	Medical Solutions	2	The Oddfellows	1
Dentists Provident	1	Medicash	1	Transport Friendly	2
Foresters Friendly	1	MetFriendly	2	UK Healthcare	1
Health Shield	1	National Friendly	1	Unity Mutual	1
Healthy Investment	2	Paycare	1	VetDef	1
		PG Mutual	2	Wiltshire Friendly	1

Feedback

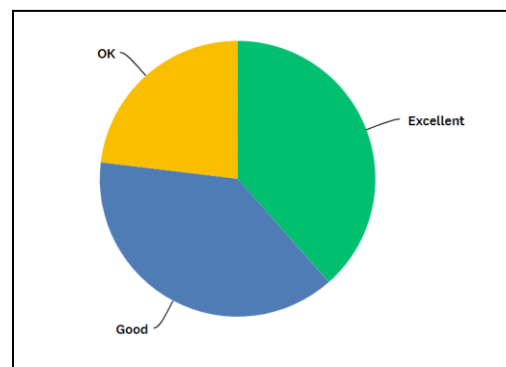
A summary of feedback from the post event evaluation survey is shown below:

15 responses were received by 1/04/2019, a summary of which is shown below:

Did the event cover what you expected?



How would you rate the venue?



What aspects of the event worked best?

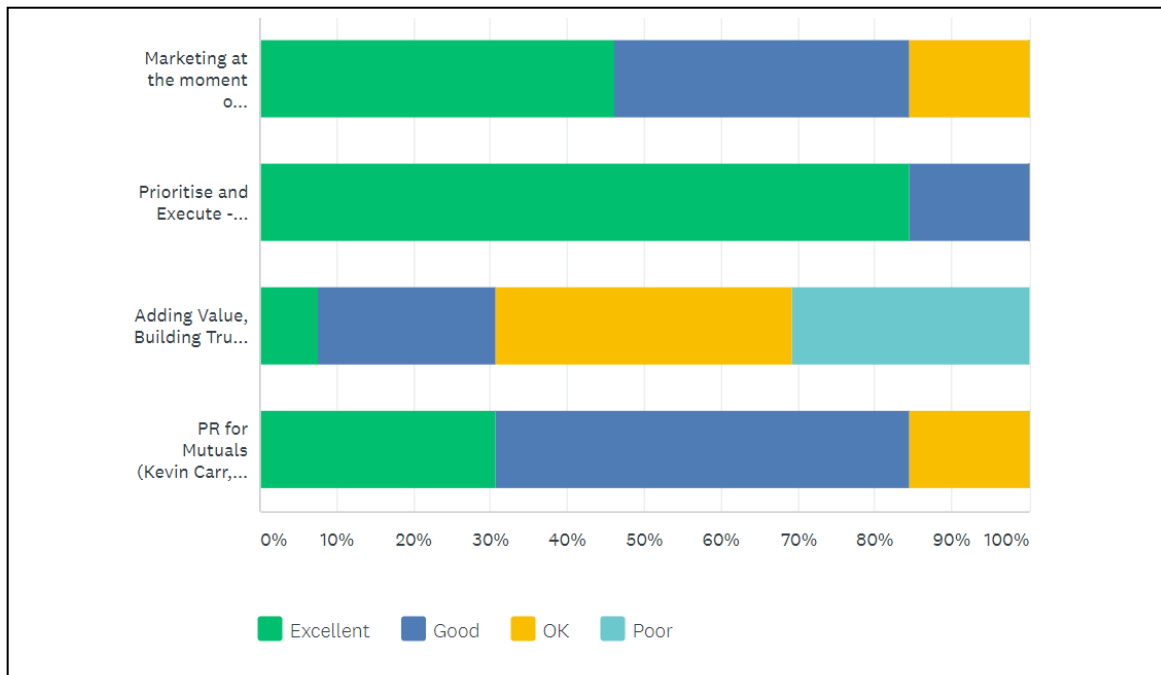
Word Cloud:

relevant_{Good} topics_{session}

- Presentations
- The PR session
- The digital/SEO session was very entertaining but also very enlightening.
- Great selection of talks. Very relevant and nothing too long.
- I enjoy having the industry experts covering topics that we can implement or raising an idea or service that could benefit our members that we may not have considered.
- Good mix of relevant topics. Moved at a good pace to keep things interesting

- Morning session on SEO
- Great presentations - especially by external experts. Relaxed format so could ask questions and sometimes debate topics briefly. Lots of great nuggets/tips came out of this.
- Very interactive, relevant topics, like-minded people with similar questions/issues.
- Good location/venue. Good food. Good standard of speaker (in general). Good range of topics.
- The organisation and time management of the event.
- Well run - good easy venue and ran on time - well chaired
- Thought the two morning sessions were excellent and well presented.

Rate the presentations



What topics would you like to see covered at future Marketing events?

- Marketing in a compliant environment
- More detail on online and social media campaigns
- Internal comms and the latest platforms
- Innovations in healthcare marketing eg: using wearable technology
- Customer Experience management and working with new technologies to enhance and improve the member journey
- I would be happy to talk about video content helping to communicate complex data, etc.
- Expressing the value of mutuality to members and ways to give back to members that can be implemented, no matter the size or budget.
- What you can and can't do post GDPR particularly when it comes to B2B marketing!
- Biggest Marketing challenges for friendly societies - could be a debate or panel discussion
- It looks like we have already created a lot to talk about at future events!
- More digital! Perhaps something around direct marketing and the role of newsletters?
- Marketing and the connection to "the sale" - most products still need to be sold in Fin Servs rather than just click and buy
- Video - how to make video work for web content and social media in financial services.
- The future of search - different sources forecast voice search to account for anywhere from 50%+ of total search by 2020, so how can we future proof against this for both organic and paid search?
- CRO and UX - improving user experience and optimising point of sale to increase conversion rates