

## Business Training Programme



### The Ins and Outs of a Membership Organisation

**Date** | 18<sup>th</sup> September 2017 @ 12:30-14:00

**Location** | Mundo J – Rue de l'Industrie 10, 1000, Brussels

**Price** | This session is free of charge

#### What you will learn:

During this lunch session, you will learn more about how a membership organisation can address its challenges and how this process is related to the organisation's strategy. Topics that will be covered include:

- Creating value for your members
- Techniques for strategy development
- Getting your strategy right and being ready to address challenges

You will also have the opportunity to learn more about how the British Chamber has gone through a strategy development process and the lessons it learnt.



#### Your speaker, Glynis Whiting:

Glynis is the Vice-Chair of COBCOE (Council of British Chambers of Commerce in Europe), and the Immediate Past President of the British Chamber of Commerce in Belgium (BCCB). During her Presidency (2011-15), Glynis steered a substantial change management process to support the growth and development of the chamber and reinforce its position for international business in Belgium. She is now a Board member of BCCB and leads on Strategy for Business and Trade. Glynis has a broad base of professional leadership experience in EU and UK public policy, membership organisation set up and development, business strategy, change management and innovation. In 2010 she set up her own consultancy, to share her experience with Chambers and other membership organisations to improve their operational effectiveness and collaborative working. Starfish MRM (Member Relationship Management) focuses on bringing your members and stakeholders into the heart of your organisation through better understanding of their needs, whilst improving communication and empowerment of your whole team.

For more information on the British Chamber visit their website:  
[www.britishchamber.be](http://www.britishchamber.be)

If you have any questions, please email [alexandra@britishchamber.be](mailto:alexandra@britishchamber.be)

BUSINESS | INSIGHT | NETWORK

Boulevard Bischoffsheim 11 - 1000 Brussels Belgium - T +32 (0)2 540 90 30 - [info@britishchamber.be](mailto:info@britishchamber.be)

[www.britishchamber.be](http://www.britishchamber.be) - VAT BE455.006.907 - Bank ING 310-1391540-64 - IBAN BE29 3101 3915 4064 - SWIFT/BIC BBRUBEBB