protech 2018
user group

23 years shaping our community

ProInsight User Group Spring 2018
Agenda

Tuesday 17th April

Venue: The Chartered Institution of Highways & Transportation,
119 Britannia Walk, London N1 7JE

START	DESCRIPTION	SPEAKER
From 09:45	**Registration, Networking and Refeshments**	
10:30	**Welcome & Introductions**	*Jenny Parsons, COO, ProTech*
10:35	**Session 1:** Evolution, Revolution or Transformation –What project approach works for associations and membership organisations?	*Jane Royden, Director, E AND H*

Organisations often incorporate a change management strategy as part of their CRM and web project. But what type of change management works best? Evolution, revolution or transformation?

Jane Royden, Director of E AND H and Jenny Parsons, COO of ProTech share their experiences with participants around the different approaches to change within associations and membership organisations. They will provide practical examples of how ProTech and E AND H has previously worked with organisations during periods of change.

| 11:15 | **Session 2:** ProTech Update: Improved Customer Tools and Product Enhancements | *ProTech* |

Topics will include:

ProAssist: ProTech has been working internally to improve our client experience and processes. Kris Watkins, Development Manager has made some improvements to our ticket logging tool. This is an opportunity to take a look at ProAssist's improved UI and streamlined ticketing process.

Proweb Collaboration Tools: ProTech has recently expanded our Proweb capability further by introducing new collaboration functionality to meet the specific requirements of one of our clients. These tools will help our client to provide its members and other stakeholders with enhanced features within the member portal and provide further opportunities to engage with other members. Features include: Blogs, Forums, Instant Messaging and Member Directory. Find out how these tools could help your organisation to improve member engagement.

GDPR Demonstration: At ProTech HQ we have taken the decision to ensure we help our clients meet GDPR legislation by providing a free enhancement release in Q1, 2018 for all of our current Pro9 clients. This will be a chance to take a first look at the new feature enhancements within Pro9.

GDPR feature enhancements include:
Tool for data portability
Ability to delete records
Ability to pseudonymise data
Ability to change fields

| 12:00 | **REFRESHMENTS & NETWORKING** | |
| 12:30 | **Session 3:** The Challenges for Membership in 2018 | *James Jeynes FRSA, Chief Executive, MemNet & UK Oracle User Group* |

The Chief Executive of MemNet, James Jeynes talks to the Leaders and Senior Managers within the membership and association sector on a daily basis.

As a result of his discussions, James will provide an insight into the key challenges that membership organisations are facing and how they can be overcome.

This session will not only help you prepare for your next challenge but also highlight how MemNet could support you. You are not alone!

| 13:15 | **LUNCH & NETWORKING** | |
| 14:00 | **Session 4:** Social Media: Keeping up With the Changes | *Rik Courtney, Chief Executive, Be More Social* |

Are you looking to improve your organisation's use of social media channels?

The social media landscape is constantly evolving. and in the last few months we have seen huge developments across some of the most used platforms.

Leading social media expert Rik Courtney, Chief Executive of Be More Social, will explain some of the latest social trends and how they may impact on your membership communication strategies

| 14:30 | **Q & A Session** | |
| 14:45 | **CLOSE** | |

Content and times are subject to change.
Any queries please contact:

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