

EBC AGM 2020

Membership Report

April

I am pleased to say this has been a great year for EBC in terms of members, as well as, and almost more importantly, members engagement. More than ever, women are taking an active part in the club, attending events and showcasing their own businesses at our lunches and training events. This engagement means better relationships, better networking, and more opportunities for support and collaboration.

Transition to the new website has made looking after members information and ease of registration and use very much easier for both the EBC committee as well as members. I'd also like to remind members that having a full and complete profile on the EBC website is a great way to get your name, face and business recognised by other members, so when have a wee minute, log in and check all your information is up to date.

Historically we have had an issue with awareness of our affiliation with the Association of Scottish Businesswomen, and our own members knowing they are entitled to free membership of ASB. This means that EBC is not fully represented on the ASB website and also that EBC members are not able to take advantage of the benefits of being a member of ASB. As such, a process has now been added that, with new members approval at registration, I will now manually add them to the ASB website. If anyone here today would like me to do this for me, just get in touch, it only takes a minute or two.

So let's get down to numbers...

As you know, we now operate a "Guest" membership, which allows new people to attend up to two First Friday events, so they can get a feel for the club and what we offer. This has been a huge success with a great conversion rate to full membership, which is lovely for the club, we're getting that approval that First Friday is something that people really enjoy and it works for them. We have had a large influx of guest members since the beginning of the year, who we hope after getting a taste for what we are about, would like to sign up as full members. At present we have 56 guest members.

As for our full members, here are the current stats

	April 2017	April 2019	April 2020
Individual Members	21	17	42 (+25)
Corporate Members	14	12	11 (-1)
Honorary Members	8	8	10 (+2)
Totals	43	37	63 (+26)

I'd like to say a big thank you to all of our members, and for all of you who have joined us tonight, for supporting and being engaged with the club and helping us grow, you are the club! I hope you know you can call on us if you have any queries or suggestions, we are here to help.

- Amy Reilly, EBC Membership Secretary