



CASE STUDY

Enhancing the Membership Model

THE CONFERENCE BOARD



“My expectations have been exceeded and I compliment the entire team on their superior work.”

-Jon Spector, President and CEO

Client Profile

The Conference Board (TCB) is a not-for-profit business information firm with a mission to “provide the world’s leading organizations with the practical knowledge they need to improve their performance and better serve society”. The firm runs conferences, facilitates councils and organizes leadership development experiences for corporate executives. It also publishes research and topical insights on corporate leadership, economics, high performing organizations and human capital.

The Project

The Conference Board engaged Fox Management Consulting (Fox MC) to explore the current state of their business offerings and recommend measures to enhance the membership model so that it continues to provide healthy revenues while engaging members in contemporary and relevant ways.

Recommendations

By conducting extensive research, including interviews with TCB’s customers, Fox MC concluded that TCB’s offerings, while highly valued by member companies, could be more broadly distributed throughout member organizations. Company-client relationships are highly dependent on individual account managers and the firm needs to enhance brand recognition among the next generations by executives. Peer networking activities were seen by members as offering the highest value of all products and services.

To address these key insights, Fox MC offered four strategic recommendations:

- Revise TCB’s website and member access portal.
- Create a mobile application to enable access to TCB on the go.
- Design new products and initiatives focused on “High Potentials”.
- Implement new data analysis techniques to improve customer-centricity.

Results

Fox MC offered detailed guidelines for implementation and The Conference Board expects to carry out almost all recommendations. The Conference Board will revise their current website, create a mobile application to enable access to TCB on the go, and implement new data analysis techniques to improve customer-centricity.