Bringing conversations to your members

Association guide · Conversations That Count

The question we answer

Can we bring useful, sponsored conversations to our members without compromising their trust? Yes — when the rules are clear and you keep control.

What your association contributes

- Understanding of your members' needs
- Your channels to invite members
- A representative to host or co-host
- Approval of topics, hosts and sponsors

What Conversations That Count handles

- Programme design and coordination
- WE Alliance experts and facilitation
- Registration, logistics and resources
- Finding and managing a suitable sponsor, where needed
- Reporting to you and the sponsor

What members receive

Practical conversations on issues relevant to them, useful resources and next steps, a respectful setting, and complete choice over any contact with a sponsor.

How sponsors are considered

Sponsors must be relevant to members, must not conflict with your values or members' welfare, must agree to the consent and no-pitch rules, and must be approved by you before anything is announced.

Your member data

You send the invitations. You never hand over a member list. Attending never gives a sponsor anyone's details — only a separate, explicit request from a member does.

Next step

Bring Conversations to Our Members at conversations-that-count.netlify.app/associations