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Tapping New Revenues Through Private Members' Clubs

WHY HAVE A MEMBERS' CLUB?

- While the recession has squeezed the more traditional events market, there has been an increase in demand for organised activity through private or exclusive clubs.
- A relationship-based organisation can increase revenue and footfall for venues at a time when other activity is low. It will also act as a means to engage with existing customers longer term, enticing them through exclusive benefits and tailored offers.
- Stately homes and unique venues can establish new and long lasting revenue streams. A club opens many opportunities, using hitherto under-utilised amenities to generate new revenue.
- It will open up a direct route for venues to target the lucrative weddings and private events.
- By targeting selected segments, venues and organisations can manage members and events to fit into their "culture", thus building a brand identity that is uniquely theirs.

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What Can We Do For You

We can advise you and help you to set up and manage professional and leisure private members' clubs. If you already operate one, we can help to revive tired memberships, or attract a new generation of members.

A club or membership organisation must be positioned as an attractive offer in order to attract and retain members. It must also respect your brand identity and culture, and enhance the customer experience for members using it through the club's various activities.

Wrapping Up Your Offer

From the start, we create a strategy that works for your venue and budget. We look for features and benefits that add value to your offer. We identify your target audience and select the most effective medium to reach them.

Engaging and Communicating

Member engagement is all-important for relationship-driven organisations. As part of your overall strategy, we develop effective and relevant communications. We create and write newsletters, e-zines, blogs and social media updates to keep members interested and engaged in activities. We also encourage them to refer members to join.

A Programme of Activity that includes Cultural, Social, Leisure and Glamour Events

We assist with and organise regular calendar of events that generate income for your business, whether it is from utilising dining spaces, function rooms, leisure areas or gardens. Such activity may include theatre, music, high fashion and glamour events, targeted wedding activity as well as events tied to charities, culture, heritage, leisure and sports.

Contact us on 07787 555651 or email privateclubs@marketaccents.com to explore new opportunities for your organisation.