



2023 DIGITAL PREDICTIONS

OUR TOP 7 PREDICTIONS FOR ASSOCIATIONS





SIMPLIFY

The last three years have been a period of rapid acceleration and transformation. As a result, associations will **simplify their operations and strategies for maximum impact**. Processes will be streamlined, complexity removed and significant efficiencies will be gained.



BECOME A LEARNING ORGANISATION

Associations will become learning organisations. Staff and association strategy will **recognise the value of access to online training**: both on-demand and real-time. Association will also continue to improve their learning offerings to members and industry.



UX & MEMBER CENTRIC DESIGN

Associations will invest in focusing on User Experience (UX) and Member Centric Design to ensure it becomes **standard in digital solution delivery**. Digital solutions will be accessible to more users to drive brand and engagement.



NEW COMMUNICATION CHANNELS

2023 will be the year of recognising and enabling new communication channels **to drive engagement and customer experience**. Associations will invest in live chat, virtual video, messenger services and other accessible communication tools to maximise your member's access to you.



DATA FOR GROWTH STRATEGIES

Data will be the driving force for association's growth strategies. Leaders will recognise the need to harness, manage and maintain their business data. Data will then be **accessible in real-time performance metrics** to become the single driver of membership, revenue and **new growth strategies.**





NEW DIGITAL REVENUE STREAMS

Associations will identify new digital revenue streams that provide member value and competitive advantage. **Increased offerings for industry solutions** such as micro-credentials, content subscriptions, online learning and subscription services.





RAPID SHIFT TO CLOUD TECHNOLOGY

There will be a rapid shift in associations transitioning to cloud technology for their services. Associations are seeing the true value of having their data & product offerings being cloud based to **ensure data security, immediate access to new functionality, reduce costs and ease of use for their staff.**

OUR TOP 7 PREDICTIONS

- ✓ Rapid Shift to Cloud Technology
- ✓ New Digital Revenue Streams
- ✓ Data for Growth Strategies
- ✓ New Communication Channels
- ✓ User Experience and Member Centric Design
- ✓ Become a Learning Organisation
- ✓ Simplify



**WE CAN'T WAIT TO SEE WHAT
WE WILL ACHIEVE TOGETHER
IN 2023**



About Causeis

Causeis is a global market leader in providing associations with digital growth consulting by leveraging from our vast experience and technology providers.

Member experience, UX design, association growth strategies and data driven decisions drives our consulting solutions. Combined with our preferred technology partners including the global-leading software iMIS we help associations grow, transform and thrive.

Causeis provides a full suite of consulting to enable your associations digital growth and performance. Causeis is the preferred Asia Pacific iMIS solution provider - explore how associations have benefited from our consulting.

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