



scottish women
in business

communicate connect collaborate

Scottish Women in Business membership survey 2013

Here is the summary of the results to our member survey, conducted during the first quarter of 2013. When the survey was distributed, out of a membership of 103 there were 34 responses, approximately **one third of the membership**. We therefore believe that the findings provide a good representation of the opinions of the membership.

Current Benefits

We asked members about the range of current benefits and how useful they were considered. You told us that our **enjoyable networking** is the most useful benefit - great to know!

	<i>Useful</i>	<i>Possibly Useful</i>	<i>Not relevant / I don't plan to use it</i>	<i>Didn't know about this</i>
<i>Enjoyable networking at events</i>	91.2%	8.8%	0%	0%
<i>Member details in the online Members' Directory</i>	73.5%	23.5%	2.9%	0%
<i>Promotional member slot at an event</i>	42.4%	42.4%	12.1%	3.0%
<i>Reward voucher for introducing new members</i>	38.2%	44.1%	14.7%	2.9%
<i>Offers between members</i>	20.6%	58.8%	11.8%	8.8%
<i>Membership of Association of Scottish Businesswomen (ASB)</i>	47.1%	23.5%	26.5%	2.9%
<i>Member rates at Glasgow Chamber events</i>	17.6%	55.9%	20.6%	5.9%
<i>Member rates at SCDI events (via ASB)</i>	9.4%	56.3%	18.8%	15.6%

SWIB events

We asked how you felt about SWIB's events, which offer *"the opportunity to communicate, connect and collaborate - do business and have fun while enjoying good food and experiencing new venues."*

- **90%** of our membership said that **SWIB events deliver the promised benefits.**
- **65%** of our membership attend regularly
- **39%** choose the events to attend based on the speakers.

This comment was typical of the feedback in this section:

"I enjoy coming to events to meet new and interesting people in great venues and enjoy good food with great banter. The speakers are always interesting and informative. I have made some business connections but more importantly some people I would now call friends."

In the events page of the website we will add in some of the great comments that you made - thank you!

Member Offers

Member offers are fairly new on SWIB's website. Your responses indicated that while member offers are a good idea they could be made more accessible.

What we're doing

We have amended the website so that member offers are on a separate page in the 'Joining SWIB' section. You do have to log into the site as a member to access full details though.

Vouchers

If you introduce a new member to SWIB, we thank you with a voucher for a free event. 80% commented that this was a valuable benefit.

Member Directory

At the time of the survey, **84% of respondents** had updated their details on our member directory, and **53% had used** it to look up members.

Now is a great reminder to keep your profile up to date!

Member Slot

65% of respondents enjoy the opportunity to speak and to hear from other members.

Glasgow Chamber of Commerce

As a member of SWIB, you can attend Glasgow City Chamber on behalf of SWIB at member rates. The majority of respondents told us that they do not currently attend Chamber events, with comments that it was not clear how to book via SWIB membership or that there was not awareness of their specific events.

What we're doing:

We're seeking to make it easier for you to find out about Chamber events by using our communication channels to remind you of this member's benefit and providing a link to their site. In addition we will talk to the Chamber about what else they can do to improve this benefit for you.

Association of Scottish Businesswomen (ASB)

SWIB is affiliated to the ASB and members are entitled to free membership of the ASB. We asked your views about this benefit.

81% have registered as ASB members

35.5% have attended at least one ASB event

9.7% have attended at least one event of another affiliated club

However 29% responded that they were unclear of the benefits of ASB. Your comments elaborated on this aspect: several commented on the potential usefulness of the Awards and there were mixed views about ASB events from those who have attended. Some members pointed to potential confusion around what ASB is, its relationship to SWIB and its relevance to members.

What we're doing:

We took this up directly with the ASB and as a result, asked them to come to meet with our members to answer questions directly and to explain more about ASB membership and its benefits. Any SWIB member, whether they participated in the survey or not, and whether they are registered as a member of the ASB, can come along - it is on Monday 17th June 2013, see our website for details

SCDI

SWIB members who have registered as members of ASB, can attend SCDI events at member rates as a representative of ASB. Very few respondents said they had made use of this benefit.

What we're doing:

We're discussing with SCDI how to better communicate their events and SWIB will be more proactive in letting you know about forthcoming SCDI events.

The Committee of Scottish Women in Business would like to thank all members for their time in responding to our survey and for the very many helpful comments and suggestions they contributed. Scottish Women in Business is run by members, for members, and therefore feedback is a vital part of our organisation's success. We will report to members through our various channels - newsletter, website, social media and at events - any progress on the matters above and as always, welcome your thoughts.

Thank you



President, Scottish Women in Business
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