In this fast moving world of content overload, there are more than 1.2bn daily global users on Facebook, 1bn global users on Instagram, 320mn monthly active users on Twitter, not to mention all the other digital and offline sources constantly feeding us with information, everything from quirky pseudoscience ‘lies’ to inspirational quotes from the barrage of celebrity philosophy wannabes. Then there is the plethora of quotes from the barrage of celebrity philosophers, gurus, and offline sources constantly feeding us with information, especially through social media platforms like Facebook, Instagram, and Twitter. Not to mention all the other digital and offline sources constantly feeding us with information.

Creating Neural Pathways

There are many different ways to educate oneself and consume information, both formally and informally, online and offline. Education is formed by the people you listen to, the opinions you believe, the books and blogs you read, the videos you watch, plus all the information that you take in today. Education relates to all aspects of life - the diet you maintain, how you take care of your body, mindfulness, stress reduction. These holistic topics are just as important as gaining technical knowledge and advancing within your field of expertise. Associations have long provided evidence-based learning helping members to achieve CME and CPD credits. They have an opportunity to capture their audience and keep their attention while embracing the holistic topics to provide an integrated service towards education.

The annual event, once reminiscent of a slightly dry piece of toast washed down with a lukewarm cup of tea, has now become a vibrant and thriving multiple-day experience full of not only the latest technological advancements in the industry but all the additional bells and whistles designed to enthrall the delegates and keep their attention through the business part of the day. We are all time poor and if the association can provide a filter, creating a credible and reliable source for tailored online experiences. The digital age has made it a much harder proposition to draw millennials into membership or associations must work harder to prove their value and worth to this generation in order to continue to see the success of the past decade. One of the ways this can be done is through creating a truly personalised, integrated curated education program that is easy to access, available on the go and utilizing the latest technology to ensure the experience is that of listening to an apple podcast on a smartphone at the gym or during their daily commute.

Tailor-Made Content

We are time poor and high maintenance, we need and want our content served up in bite sized, easily consumable and highly personalised packages. This is where associations truly can take the cake. With the highly detailed knowledge held on members, associations can provide a filter, creating a credible and reliable source for tailored online experiences.

With the advancement in technology digital platforms are able to support this experience. However, associations must be ready and equipped to take advantage of the automation age. There is additionally a generalised issue to consider whereby some of the more mature members still hold loyalty to the association. However, the younger generations coming through are less inclined to simply join out of tradition or in the hope of making the right contacts for their career.