



## C J ASSOCIATION MANAGEMENT

# CJAM Newsletter – October 2020

Welcome to the October edition of the CJAM newsletter. This month, our events team are in the midst of the busiest conference season to date, with virtual gatherings and flagship events all headed online to unite members and delegates from across several different industries. We're also taking bookings for virtual AGMs, with many clients choosing to secure a date to hold their AGM online now that the Corporate Insolvency and Governance Act 2020 has been updated, [click here for more](#).

Our marketing team have been working with our clients during Freshers' Week to look at ways and means to provide additional value and unquestionable resources for a new generation of membership. These include developing mentor schemes, discounting tickets, partnerships with other providers and utilising key social channels more popular with the undergraduate market.

If you would like to find out how we can help you, please contact our team at [hello@cjam.co.uk](mailto:hello@cjam.co.uk), or download our brochure [here](#).



# MemberWise

## CJAM on Memberwise

CJAM is a registered supplier on the Memberwise network, and we continue to share our knowledge and insights on their blog. We have been working with several clients to better engage with early careers members and students to future proof their membership, which as involved addressing the membership proposition to cater for the emerging needs of Generation Z.

[Read More](#)



## TyreSafe Annual Briefing

Last month, the CJAM marketing and events team held, for the first time, the annual TyreSafe Briefing entirely online. The event attracted record-breaking numbers, with panellists and guests from Highways England, Driving for Better Business and the Fire Chief Council.

The event also launched the official Tyre Safety Month marketing materials which are distributed to hundreds of garages, suppliers and manufacturers across the UK to encourage drivers to perform important but simple checks on their tyres.

[Read More](#)

## In partnership with Association Plus

We are now providing one-off projects for the membership sector including marketing materials, events management, websites, magazines and more. This month Association Plus have been working on a series of digital assets for the National Association of Balloon Artists (NABAS) in preparation for the festive season. You can find out more about this project here:

[Read More](#)

## Looking for support with a one-off project?

Watch the Association Plus showreel below or visit the website [here](#) to find out more about the opportunities available to the membership sector. Our teams are expert in catering for the needs of associations, with member engagement and membership value at the core of everything we do. Your next project is our passion.



## Introducing Liz Williams

Liz has joined CJAM as a Business Development Manager and is working closely with the association and marketing team to help us connect with associations and membership organisations in need of additional support. Liz is an established communications professional with direct experience working in the membership sector. She also has a background in sports communications and has worked for several leading national clubs and initiatives.

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