

European Membership Programme Benefits and Frequently Asked Questions

GENERAL

Q. Why has ITSMA Europe decided to make changes to the benefits and services members receive?

A. The changes are being made to provide greater flexibility to our members. The new arrangement will allow members to configure the services provided by ITSMA to meet their own needs. It will also allow us to transition our pricing towards a system based on greater choice and value.

Q. What are the main changes to the membership benefits?

A. The main change is the introduction of a “credits” system. These credits will be bundled as part of the membership and can then be used against the range of services provided by ITSMA in a way that suits each member.

Q. When will these changes come into effect?

A. Your membership will be upgraded to the new credit-based arrangement at the time of your next membership renewal.

Q. Does this mean I will be paying more for my ITSMA membership?

A. No. The new arrangement has been designed to provide an easy transition from the old system. Your new membership subscription will be based on Category (size) of member, as before, and prices will be aligned with the previous year. The difference is that the new arrangement will include a number of credits (based on Category) to be used against the services you require.

Q. Does this limit what services I am now able to receive from ITSMA?

A. The number of credits you receive will depend on the Category of your membership (linked to organisation size). For larger (Category 1 and 2) members, the credits allow you to continue receiving the full range of services that you have previously enjoyed, but now with the added flexibility to be able to configure services to meet your specific needs. For smaller memberships, the bundled credits will allow you to choose which of the ITSMA services you use, although, in some instances, this may mean you do not receive all the services you require without exceeding your credit limit.

Q. What else can I use my credits for?

A. Credits can be used for the range of ITSMA services including event attendance, Insight Sessions, and Competency Assessments. As we identify and develop further services, we would expect to offer these within the credit system too.

Q. Will I be able to transfer to the new arrangement ahead of my renewal date?

A. Yes. For members who do not want to wait until their next renewal date to take advantage of the new arrangement it will be possible to arrange an earlier transition. This will involve signing a new annual Membership Agreement but with a pro-rata adjustment for any unused membership fees from the previous agreement.

ONLINE

Q. Will I need to use my credits to access the online research and tools on itsma.com?

A. No. All services provided via the ITSMA website, including the wide range of case studies, research, methodologies, and best practice, as well as the monthly *Marketing Strategist* newsletter, will continue to be available to members without using up any of your credits.

Q. Will I need to use my credits to attend the online briefings?

A. No. Our regular Online Briefings will continue to be provided without using up any of your credits.

Q. Will I need to use my credits to make use of the “Ask ITSMA” service?

A. No. The “Ask ITSMA” service will continue to be provided without using up any of your credits.

EVENTS

Q. Which events require credits to attend?

A. All “in-person” ITSMA Europe events will require credits to attend. This includes Roundtables, Inner Circle Meetings, Thought Leader Series, and Workshops.

Q. Will I be able to bring colleagues along to events?

A. Yes (subject to availability of places). One key benefit of the new arrangement is that, where a subject is of particular interest to a member organisation, we can now cater for multiple attendees from member companies.

ABOUT ITSMA

As a membership organisation, we work with the world’s leading technology, communications, and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and community we provide the insight companies need to improve marketing impact, sales performance, and business results.



Q. How do I book to attend an event?

A. As before, by contacting the ITSMA London office. We will need to confirm each booking with the Sponsor or Member Coordinator to ensure that they are happy to assign a credit to each attendee.

Q. What happens if I book for an event but am then unable to attend?

A. If you are unable to attend an event for which you have reserved a place then you should contact the ITSMA London office at least 48 hours before the event is scheduled to take place. We will then amend our records and “refund” the credit for this event. Refunds will not apply for non-attendance or cancellations received less than 48 hours before the event.

INSIGHT SESSIONS AND BEST PRACTICE UPDATES

Q. What is a Best Practice Update?

A. The ITSMA “Best Practice, Information, and Update” session is a presentational style update delivered by an ITSMA consultant to the Member team. It will provide up-to-date information on services marketing research, techniques, and methods. It will be approximately 2 hours in length. Members might use this session to brief their marketing teams or to brief senior management.

Q. What is the difference between a Best Practice Update and an Insight Session?

A. The Best Practice Update is a standardised format, delivering up-to-date information on marketing and sales topics of potential relevance and interest. The Insight Session typically takes the form of a specially prepared workshop, feedback session or discussion, designed in conjunction with the member and tailored to meet specific needs and deliver implementable output.

Q. How do I decide which is right for me?

A. This will depend on your own particular needs. It is also possible to have both a Best Practice Update and an Insight Session (subject to sufficient credits). The starting point should be a discussion with your ITSMA Member Engagement Director to explore the options and consider what might best meet your needs.

Q. What happens if I decide I don’t want either?

A. No problem. The credits which would have been used for either the Best Practice Update or Insight Session can be used against other services from ITSMA.

COMPETENCY ASSESSMENT

Q. What is included in the standard competency assessment?

A. The standard Competency Assessment provides a web-administered, self-completion questionnaire covering up to 12 members of the marketing team. The output is an anonymous summary of the marketing team’s strengths and weaknesses, benchmarked against your peers.

CONTACT US

ITSMA Membership, on +[44] (0)118 903 6117
ITSMA Europe, Atlantic House, Imperial Way Reading,
RG2 0TD, United Kingdom

Q. What happens if I want to take more of my team through the competency assessment?

A. No problem. Teams of over 12 can be catered for using additional credits.

ADMINISTRATION

Q. How many credits are included in my basic membership?

A. The credits included in your basic membership will initially depend on your Category of membership, which is in turn based on organisation size. The inclusive credits for each category of membership are shown in the Membership Agreement.

Q. Can I elect to purchase fewer credits than the number associated with my category of membership?

A. No. The number of credits provided is bundled with the membership category.

Q. How do I find out how many credits I have left?

A. Contact ITSMA London at any time to get an update on your credit balance.

Q. Who within my organisation is allowed to use the credits?

A. In principle, anybody, although we will ensure that any requests to use credits are referred back to the Executive Sponsor or Member Coordinator for approval.

Q. Can I buy additional credits if I run out?

A. Yes. It will be possible to buy additional credits at discounted rates at the time of membership renewal. It will also be possible to purchase additional credits throughout the membership year should you require them.

Q. How much does a credit cost?

A. The current cost of a single credit is €700, although discounts will apply for volume purchases.

Q. Is there a limit on the number of credits I can purchase?

A. No.

Q. What happens if I have credits left at the end of my membership year?

A. Credits purchased within the membership year must be used within the same membership year. It is not possible to carry over unused credits to the following year. You should liaise with your ITSMA Engagement Director throughout the year to plan for the best use of your available credits.

Q. Can I use my credits to pay for services through other ITSMA offices?

A. No. ITSMA credits purchased in Europe can only be used for ITSMA’s European or EMEA services.

Visit www.ITSMA.com/Europe