

## **RMA Profile at Student Study Day and Training Days**

RMA events are an ideal opportunity to advertise the Association's activities, encourage new members to join and remind existing members of their membership benefits.

These are a few guidelines for increasing RMA profile at Student Study Days and Training Days:

- 1) For events with advance registration, it is useful to check what proportion of attendees are members of the RMA. This will allow you to anticipate whether or not it is appropriate to focus on member recruitment.
- 2) As well as, or incorporated into, the registration desk should be a membership desk. This should at least have RMA info sheets (membership fees, benefits of joining etc) and membership forms so that people can sign up on the day.
- 3) If possible there should also be a display of RMA publications, including the newsletter and journal. You may also be able to include other publications that can be bought with a discount through Routledge's offer to RMA members.
- 4) Any special offers should be clearly advertised, e.g. join now and have conference fee returned.
- 5) Someone should be on hand to collect membership forms and cheques. These can then be sent on to the relevant address after the conference.
- 6) Other than registration, the other key moment to mention RMA membership is during the welcome/introductory speech (if appropriate). Ideally the conference organiser or an RMA representative should give a brief summary of the benefits of membership in order to encourage non-members to join and existing members to utilise their benefits. Any relevant upcoming RMA events might also be mentioned. The focus of this can be adapted if you already know the proportion of members/non-members attending.