

Powering Behavior Change Through Community

—
*Shared by Kim Blanck,
The Conference Board*



The Conference Board

The Conference Board is the Member-driven think tank that has delivered **Trusted Insights for What's Ahead™** since 1916. As a non-partisan, not-for-profit entity, The Conference Board convenes senior executives from the world's leading businesses across Fortune 1000 organizations in both the established and emerging markets of the world, and their global community of leadership experts.



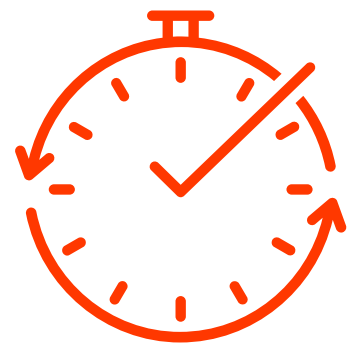
Kim Blanck

Kim Blanck drives the Member experience for online communities at The Conference Board, including overseeing the strategy, implementation, and roadmap for the members-only website, **myTCB™**, and the strategy and management for 180+ global online executive communities for Councils and Centers.

THE CONFERENCE BOARD 

THE CHALLENGE

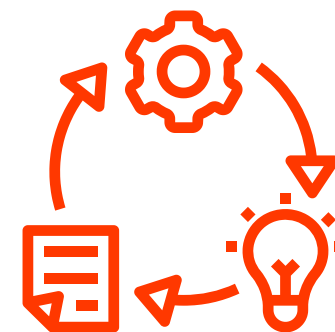
In April 2020, The Conference Board Community launched to provide its Members with a 24/7, private, exclusive Council meeting experience at the functional level. Due to the pandemic, the Community rollout was accelerated as Members had to adapt quickly to a virtual environment. The Community fosters:



REAL-TIME PEER
CONVERSATIONS



DISCUSSION
FORUMS



PROBLEM
SOLVING



PROFESSIONAL
DEVELOPMENT



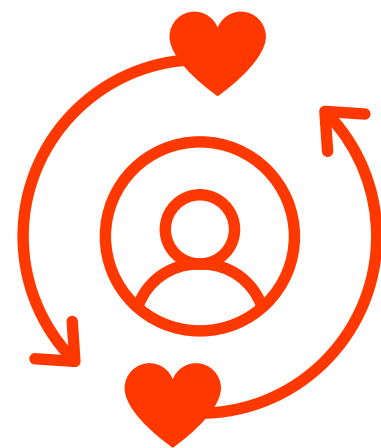
KNOWLEDGE
SHARING

THE GOALS

While the Community was planned pre-pandemic, The Conference Board needed to pivot its entire in-person executive Council program to 100% virtual in support of Member acquisition, engagement, and retention starting in April 2020.

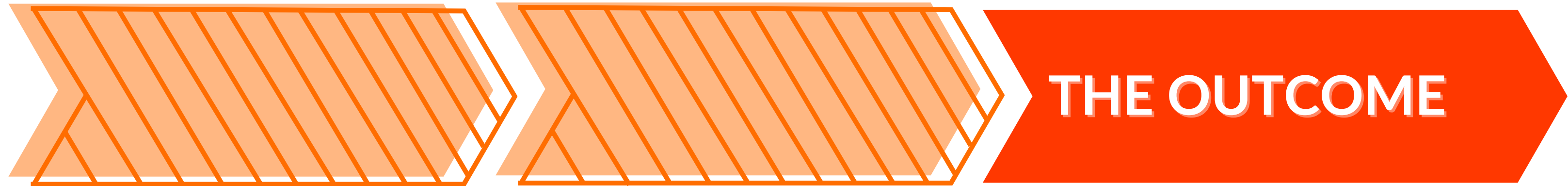
The primary goals of the online community were to enrich the Member experience through peer networking, discussion forums, and professional development opportunities – beyond their in-person meetings to support the Members.

MEMBER RETENTION



MEMBER EXPERIENCE

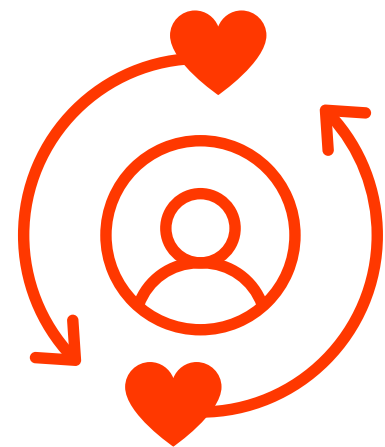




THE OUTCOME

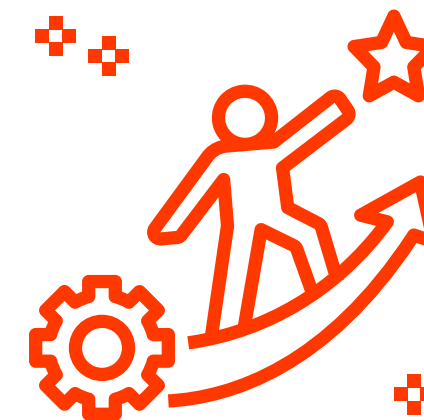
The annual retention rate improved in 2021 with new communities serving as a contributor. Additionally, community engagement rates increased by 50% achieving 2020-2021 goals.

MEMBER RETENTION



The annual retention rate improved in 2021.

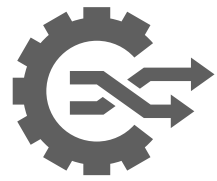
MEMBER EXPERIENCE



The Community is very active with many discussion threads and even more replies each month.

TAKEAWAYS

Empower Change



After the introduction of the Community, internal success metrics show Members now post more questions in the Community. For several groups, this has become the preferred way for the Members to connect between meetings.

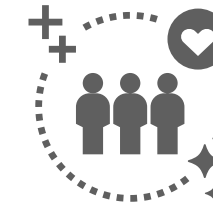
Get Leadership Involved



Senior executives went from cautiously optimistic to vibrant supporters as they witnessed how community engagement helped to increase retention rates and satisfaction.

They also offered to lead discussions and participate in live chat programming formats.

Get Personal



A new, personalized onboarding process and engaging discussions helped The Conference Board reach its goals: 50% increase in new Members per month from the prior year.

In 2021, new Community members grew month over month.