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Making Clubs Work: A Practical Guide to Creating Successful Clubs, Societies and Other Membership Organisations

By Brad Parkes

SRA Books. Paperback. Book Condition: new. BRAND NEW, Making Clubs Work: A Practical Guide to Creating Successful Clubs, Societies and Other Membership Organisations, Brad Parkes, As anyone knows who has tried to organise any sort of group, from a book club to the National Trust, from a scout troop to a business networking group, it is an enterprise fraught with challenges - acquiring members, involving members, retaining members, keeping the organisation focused, functioning and vibrant - none of this is easy. Brad Parkes has been involved with membership organisations at the highest levels for a number of years, and has developed a number of tried and tested strategies and approaches which, when applied, will help any membership organisation to flourish. A skilled and much sought-after speaker, Brad presents his ideas in a lively and attractive way, using a threefold approach - through the story of a young man, Billy, just starting out on his career, his boss and mentor Alex, and a cafe called Archie's; through case studies and real-life examples; and, finally, through suggestions, hints and tips to apply in order to a membership organisation successfully. It is Brad's great belief that membership organisations play an incalculably valuable role...



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