

# 5

## top findings from our July 2023 AVM member survey

1

### Networking opportunities

Networking, both online and face-to-face, featured strongly throughout the survey and is one of the main benefits of membership



2

### Learning and Development Provision

Learning and development opportunities are the most valued service and something to do be delivered based on career progression

3

### Need for consistency

Over the past 18 months the offer hasn't been delivered consistently and left people wondering about their membership fees



4

### Communication

There was a sense that AVM could communicate more with members and also use its voice more effectively within the sector

5

### We're average

We're not doing badly but we're not doing brilliantly either. Room for improvement across the board.



# 5 next steps for AVM team

1

## Forums and think-in's

We've introduced member-only forums and free think-in's to provide more online networking and are looking to introduce speed networking opportunities at the end of different events



2

## Qualification research

As well as delivering our masterclasses and public events, we'll be exploring the feasibility of a volunteer manager's qualification

3

## 2024 planning

We've started to map out when we will deliver the various AVM activities to ensure a more consistent offer than before



4

## Introduction of e-newsletters

We'll be sending out fortnightly communications about upcoming events, member-only resources, news and updates

5

## Audience research

We will undertake audience research to help us better understand the make-up of our members and ensure we offer a relevant, useful and supportive programme

