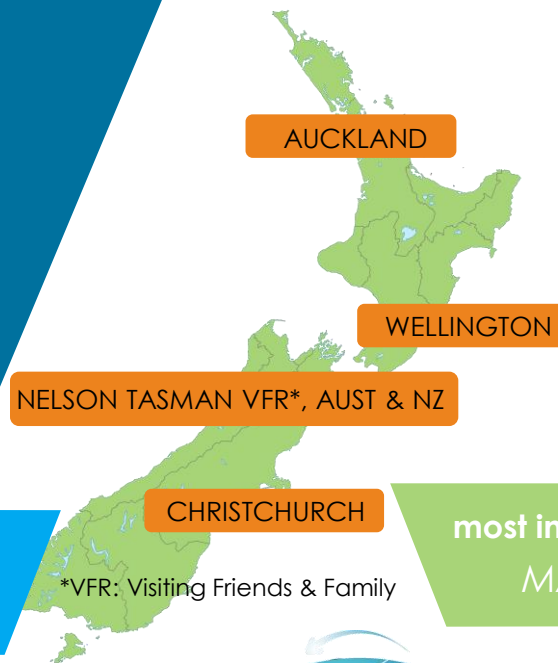


WHAT OUR MEMBERS VALUE
from NRDA **now**

1. Catalyst for collaboration – our connections
2. Knowledge and information sharing
3. Sales activity on behalf of region in terms of famils (trade and media), trade shows and industry sales calls
4. The regional presence we create in the market place – generic marketing

WHAT OUR MEMBERS WANT
from NRDA in the **future**

1. Clarify Visitor USP with tools for industry to give same messages
2. Structured collaborative approach
3. Clear vision and direction, shared with industry
4. Support - connect members with industry, particularly agents



MOST VALUABLE TOOLS
from NRDA to members



The trade programme



Updated imagery



Networking - break the silo marketing & share more information



Digital tools to be shared

most important
MARKETS



*For Europe, most mentioned was Germany

HOW/WHAT/WHEN
you would like engagement



Interactive face-to-face - individual and group



Pre and post famil /event information, conference and tradeshow updates



Where the industry fits in the bigger picture, opportunities



Timely information to allow for planning



Quality info rather than quantity