

MEMBER VALUE PROPOSITION



2025 Strategic Focus

OUR PURPOSE

To advance professional excellence in insurance and finance through trusted learning, meaningful membership, and industry recognition.

STRATEGIC PRIORITIES

- Education & CPD – Career growth, compliance, lifelong learning
- Membership – Value, growth, retention
- Events – Community, networking, knowledge sharing
- Asia / SEA Expansion – Regional relevance and accessibility
- Recognition & Awards – Celebrate excellence, raise visibility

KEY MEMBER BENEFITS

For Individuals:

- Career development tools (CPD tracker, matrix, pathways)
- Monthly CPD: Free Thought Leadership webinars + discounts
- Networking via exclusive events, forums, and mentoring
- Recognition (post-nominals, digital credentials, awards)
- Exclusive insights (member newsletter, articles, case studies)
- Mobile-first CPD access

For Corporate Partners:

- Mapped education and CPD integration into performance systems
- Talent development + compliance support
- Strategic reviews, analytics, and tailored pathways
- Exclusive thought leadership content
- HR & L&D support tools

SUCCESS MEASURES

- 80% retention rate
- 5% YOY new member growth (by FY26)
- CPD completions + webinar engagement
- Corporate partnership renewals + program uptake
- Regional member growth + event participation
- Net Promoter Score (NPS) and member satisfaction

MARKET POSITION

- Premium, purpose-led offering
- Progressive, high-quality, and reputable
- Focused on elevating industry capability and confidence