




PARTNER WITH BIOSCIENTIFICA TO MANAGE YOUR ASSOCIATION

**Supporting and strengthening your
association to advance your discipline**



From providing your administrative office to managing your committees and projects and offering strategic consultancy, we'll be a trusted, consistent and integral extension of your society, supporting you to engage and develop your community and achieve your goals. Bioscientifica provides everything an association needs within one organisation, including access to expertise in finance, marketing, events and publishing services, that will strengthen your society and advance your discipline.





WHY BIOSCIENTIFICA ASSOCIATION MANAGEMENT?

WORKING IN PARTNERSHIP

Bioscientifica is a strategic partner not just a service provider. If our society partners flourish, so do we and we will always put your long-term success at the heart of what we do. Combining your subject expertise with our experience of effectively running societies, we can help you achieve your vision while feeling in completely safe hands. Drawing on our significant experience in the sector, we will work with you to understand your priorities and those of your members and provide you with the best services to achieve them.

ALL THE SERVICES YOU NEED WITHIN ONE ORGANISATION

Within our single organisation, we're able to deliver all the essential services required to manage your society. Our Association Management offering provides you the benefit and convenience of our expertise whichever direction you take your organization in. Working with Bioscientifica affords you our combined experience in membership, governance, programme development, marketing and communications and is underpinned by finance, event management, IT and publishing services all under one roof.

SHARED SOCIETY VALUES

Our significant experience comes directly from working with our clients and also our in-house culture, as we are part of a learned society ourselves. We share your values and understand your communities, ensuring we engage with your members and deliver what they need in a way that resonates. Bioscientifica exists to support biomedicine and all of our profits support biomedical research and practice.

“Bioscientifica has been supporting learned societies for 25 years. We focus on working with clients within the fields of medicine and science, delivering unique benefits to deliver strategic objectives, and are proud to have formed strong, long-lasting relationships with each of them.”



Professor Adrian J L Clark
Chair, Bioscientifica Limited

“I am very proud of how the team at Bioscientifica uses our unique understanding of the challenges faced by learned societies to help them work more effectively and more efficiently. We rapidly build trusting relationships so that we can have a positive impact on the important work of our partners from day one.”



Ian Russell
MD, Bioscientifica Limited





WHAT CAN WE DO FOR YOU?

Each Society is different and you may need support with some or all of the below. We're happy to talk to you about your particular requirements.

MEMBERSHIP MANAGEMENT

Helping you manage and grow your membership.

- **Friendly, professional, consistent membership coordinators** – providing the face and voice of your society to your members on a day to day basis and at your events.
- **Efficient processing of member applications and renewals** – making it easy to be a member of your society.
- **Database management and reporting** – allowing you to make insightful decisions and communicate with relevance.
- **Online members' area and directory** – facilitating knowledge sharing, networking and added member value.
- **Membership research, strategy & development** – helping you understand your membership and grow and develop your organisation.
- **Affiliate membership scheme management** – enabling collaboration and engagement beyond your own members.

SOCIETY MANAGEMENT

Managing your society and its governance legally, effectively and professionally.

- **360 knowledge and birds-eye view** – helping you to join the dots and capitalise on opportunities.
- **Management of your statutory obligations and documentation** – ensuring you operate legally and effectively.
- **Election management and committee recruitment** – keeping your organisation well-run.
- **A personal approach to board and committee management** – supporting your organisation to focus on priorities, progress plans and achieve goals.
- **AGM and award ceremony management** – ensuring smooth-running events and informed audiences, whatever the format.
- **Professional financial support** – allowing accurate financial reporting, budgeting and decision-making.
- **Strategic and governance guidance** – supporting you to achieve your goals, meet challenges and operate more effectively.



WHAT CAN WE DO FOR YOU?

PROGRAMME DEVELOPMENT

Delivering society programmes and activities.

- **Scientifically-minded support of your clinical, educational and scientific committees** – providing knowledge, understanding and expertise to help committees deliver.
- **Project management of your activities and programmes (grants, awards, fellowships, training, guidelines, networks, seminars and more)** – supporting careers, advancing research and ensuring best practice.
- **Strategic activity reviews** – helping you to effectively deliver the right programmes and activities for your audiences and priorities.
- **Executive impact reporting** – collecting, analysing and presenting data from your activities to show the impact they have to all the key stakeholders.

MARKETING & COMMUNICATIONS

Engaging and informing your community

- **Website design, development and hosting** – providing a professional and functional 'store-front' for your organisation that reflects who you are.
- **Email news** – from concise monthly news alerts to feature-filled newsletters, helping you to engage with and inform your community.
- **Tailored communications** – helping you reach the right members with the right messages to progress their careers and achieve your aims.
- **Corporate communications** – annual reviews and impact reports demonstrating your achievements and relevance to all stakeholders.
- **Social media management and development** – providing reach and engagement for your messages.
- **Promotional materials** – promoting your society and its membership at events and through other channels.
- **Market research & marketing strategy development** – helping you to retain and grow your audiences.



OUR EXPERTISE IN ACTION!

Below we give you a flavour of just some of the projects and services we have managed for our clients.

CREATION AND GROWTH OF A SOCIETY

The European Society of Endocrinology (ESE) was created as an individual membership organisation from the European Federation of Endocrine Societies in 2005. Its aim is to promote research, education and clinical practice in endocrinology for the benefit of public health.

Since then, we have partnered with ESE to support its transformation into what is now the society at the centre of the endocrine community in Europe. Its activities, which have grown and developed with Bioscientifica's support, include research grants, prizes and awards, educational courses, the ESE curriculum of specialisation and the European Board Examination, not to mention the European Congress of Endocrinology and other events throughout the year. We supported EFES' initial transition and the launch of ESE as an

incorporated company and individual membership society and have since worked with them on a full rebrand, strategy developments, website development, marketing and communications campaigns as well as providing full membership support. From a membership of zero the current membership number is over 4200 and continues to grow.

MARKET RESEARCH

We've conducted research among our clients' members to understand how they perceive the society, what they value and how they would like to see the society move forwards. This has helped governing bodies to answer specific questions regarding their strategic direction and priorities, to progress plans and to hone their member benefits to provide real value. Through both full surveys and pulse surveys we've helped our clients track progress and engagement over time. A recent member survey for an association whose membership had seen a reduction in applications during the COVID-19 pandemic showed a real desire from members to engage with online activities. This led to the introduction of a webinar series which attracted over 180 participants and increased membership applications. More generally, surveys have resulted in increased engagement in specific activities and provided justification to the associations to continue providing programmes and initiatives. They are also reported to corporate supporters to demonstrate member engagement, thereby securing ongoing funding.



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OUR EXPERTISE IN ACTION!

REVIEW OF SOCIETY STRATEGY

The UK & Ireland Neuroendocrine Tumour Society (UKI NETS) has seen a 50% increase in both members and meeting delegates since we delivered a strategic review for them in 2015. The review enabled the Executive Committee to set the priorities of the organisation, focus energy and establish agreement around outcomes to increase the effectiveness and productivity of the organisation. As a result the society has been able to enhance its impact within the field and better support its community through the provision of additional educational and clinical resources for members, wider networks with the national patient support groups and other meetings.

REPORTING ON IMPACT

We've helped societies to secure sponsorship for their educational activities through impact reports, specifically helping to secure a 50% increase in financial support for ESPE's Clinical Fellowship. The ESPE Clinical Fellowship programme has been running for over 25 years and since 2018 we have delivered an annual impact report which, crucially, demonstrates a return on investment for the pharmaceutical companies who are under increasing pressure to justify their spending. It also enables ESPE to show the 'career path' to the paediatric endocrine community ensuring its relevance and increasing membership application rates. Through the collation and professional presentation of both qualitative and quantitative feedback, results and expenditure, the report succinctly demonstrates the clear impact of the programme in terms of reach, knowledge and skill enhancement.

DEVELOPMENT OF A VALUED MEMBER NEWSLETTER

The European Society of Paediatric Endocrinology quarterly newsletter, ESPE News, has seen a 46% increase in readership over 3 years and a recent member survey scored it over 4/5 for value which is a direct result of a redesign and relaunch we undertook in 2018. Working with an editorial board to establish priorities and goals, we developed design concepts, established processes and guidelines and managed the ongoing editorial process. Through this project we delivered a step-change in readership through a professional, accessible design and well thought-through, useful content to support ESPE's community.



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OUR EXPERTISE IN ACTION!

COMPLETE REDESIGN OF WEBSITE

In 2018, the British Society for Paediatric Endocrinology and Diabetes (BSPED) asked Bioscientifica to completely overhaul its website. We managed and supported a volunteer-based working group to establish the content and design priorities of the different audiences and to develop content. We then utilised in-house design and development expertise to develop a fresh, brand-relevant, intuitive and mobile responsive website that would showcase the work of the society and become a relevant and useful resource for its members. This resulted in a 30% increase in traffic to the site in the year following the redesign.



“The website looks and feels so modern now and is much easier to navigate.”

Justin Davies, BSPED Chair 2016-2020

ADAPTING TO A GLOBAL PANDEMIC

In 2020, we provided vital support to our clients in adapting quickly and effectively to the impacts of the COVID-19 pandemic. We were able to guide them to consider the short- and long-term financial implications of the pandemic and assess the viability of activities, providing reassurance to governing bodies, updating risk registers where appropriate and mitigating risks where possible. We worked with them to implement policies, such as the initial cancellation of all face-to-face events and courses, to ensure clarity for members and committee members. Our membership marketing campaigns highlighting new and adapted activities during the pandemic have proved successful, with retention rates for 2020 improving on those of 2019. AGMs and award presentations were expertly converted to virtual events, ensuring legal compliance and maximum member engagement. We helped our clients to prioritise and to continue to demonstrate member benefit during the crisis and beyond.



DONT JUST TAKE OUR WORD FOR IT!

We're really proud of what we do and how we work with our clients. Here are just a few quotes from those we've partnered with that help demonstrate the value we add and the support we provide.

“ I would like to thank you all very much for all your efforts... for your superb organisation and oversight of all that we needed to do, and also for your fantastic patience and good humour... for your exemplary leadership ... for all that you do... ”

Professor Peter Clayton

Secretary General, European Society for Paediatric Endocrinology (ESPE), 2015-2019

“ Bioscientifica demonstrated a full understanding of and support for ESE's objectives, this is where Bioscientifica brings really significant value. The Bioscientifica team are professional, efficient and effective, always ready to listen to what we want as a Society and provide plans to deliver on this. Communication between our officers, our members and Bioscientifica staff is very good. ”

Helen Gregson, Chief Executive Officer,
European Society of Endocrinology (ESE)

“ This year has been challenging due to COVID-19 and necessitated a rapid review and change to our marketing plans. Bioscientifica worked with us to reshape plans and campaigns and look at new and innovative ways to communicate with our members and the wider endocrine community. ”

Victoria Withy, Sales and Marketing Manager,
European Society of Endocrinology (ESE)

“ It's been a challenging year for our community and Bioscientifica have been on hand to ensure our members have been able to join, renew and benefit from membership throughout. We particularly appreciate their attention to detail around a quality process and the steps they've taken to serve our members with the same care we would ourselves. ”

Vick Smith, Operations Manager,
Addison's Disease Self Help Group

“ I wanted to thank you so much for your support, guidance and advice over the last few years which has been invaluable – and has helped move the BSPED forward to new heights – as evidenced by our membership figures and attendance at the annual meeting. I wanted to let you know how much I appreciated your support. Please can I highlight what fantastic support you give the Executive - you have a deep understanding of the BSPED, get the sensitivities of the various interactions and are really organised. ”

Justin Davies, Chair of the British Society for Paediatric Endocrinology & Diabetes (BSPED), 2016-2020

“ Bioscientifica are always there and available, and greatly support us not only in day to day operational issues, but also by bringing their expertise to assist us in making our key strategic decisions. ”

John Newell-Price, Chair, UK & Ireland Neuroendocrine Tumour Society (UKINETS), 2018-2021



At Bioscientifica we

- Expertly manage your association
- Attract and retain members
- Streamline your internal processes
- Identify new opportunities for growth and development

... so your Society can

- Maintain your focus on science and research
- Engage and develop your community
- Deliver against your strategic plan
- Achieve your vision

For 25 years, Bioscientifica has been collaborating with learned societies worldwide to provide high-quality association management, events and publishing to the biomedical and bioscience communities. We are owned by the Society for Endocrinology, which means we have a unique understanding of how biomedical societies work, and what they need. This expertise ensures that we are fully equipped to meet the needs of the communities we serve.



“As a team we genuinely enjoy our jobs and the role we play in making societies successful, collaborative and life-changing.”

Joanne Fox-Evans, Head of Association Management at Bioscientifica

Get in touch to learn more about how we can help manage, support and develop your society.

Please contact:



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