

MEMBER SURVEY FINDINGS

Berne Union Secretariat

Agenda

1. Background
2. Survey findings
3. Proposals
 - Vision
 - Objectives
 - Activities

1. BACKGROUND

1. Background

- 80 Newly Elected Officials present platform in Vienna AGM 2013 and introduce BU Member Survey to be launched
- 80 Survey closed in December 2013 – response rate: 84%
- 80 Feedback on vision, objectives, activities and Member experience
- 80 Management Committee:
 - > Reviewed in February 2014
 - > Discussion / alignment continues February – May 2014

Our Principles

[always in mind, in everything we do]

- **Guiding Principles**, upon further review, are suitable without amendment
- **Simplify** our activities. Always keep in mind improving the membership experience and our ‘immediate focus’
- **Celebrate** our 80 years!

Aspirational Activities

[subsequent emphasis as we prioritize our ‘immediate focus’]

- **Raise** the profile of the Berne Union
- **Define** how to expand our footprint
- **Enhance** how we leverage our position as a thought leader

Immediate Focus

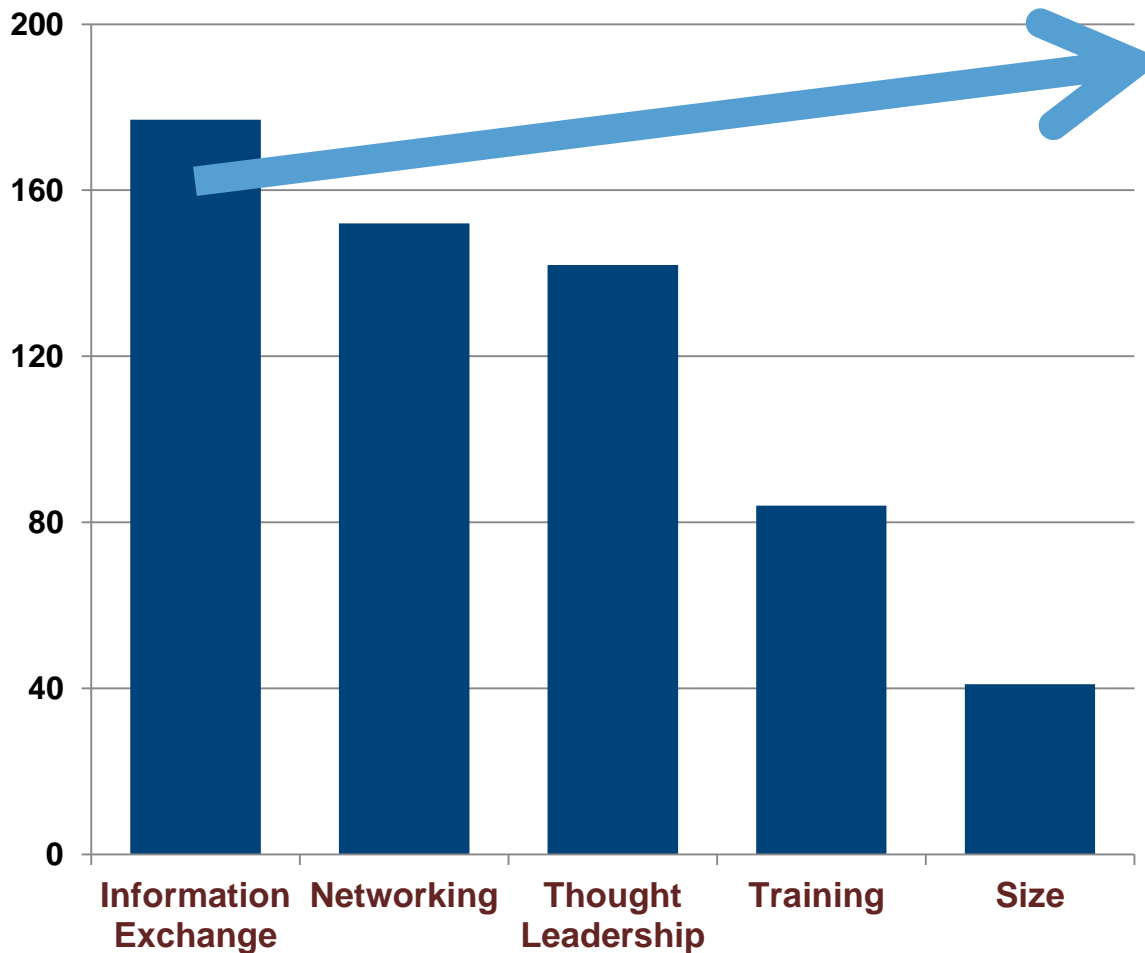
[actionable items with measurable results]

- **Enrich** the experience of current members
- **Improve** access to data
- **Increase** communication, efficiency and transparency

2. SURVEY FINDINGS

2. Survey findings: **Vision**

[calculated rank]



Top Ranked Vision:

Information Exchange:

To be the best provider of information and enabler of professional exchange for credit and investment insurance

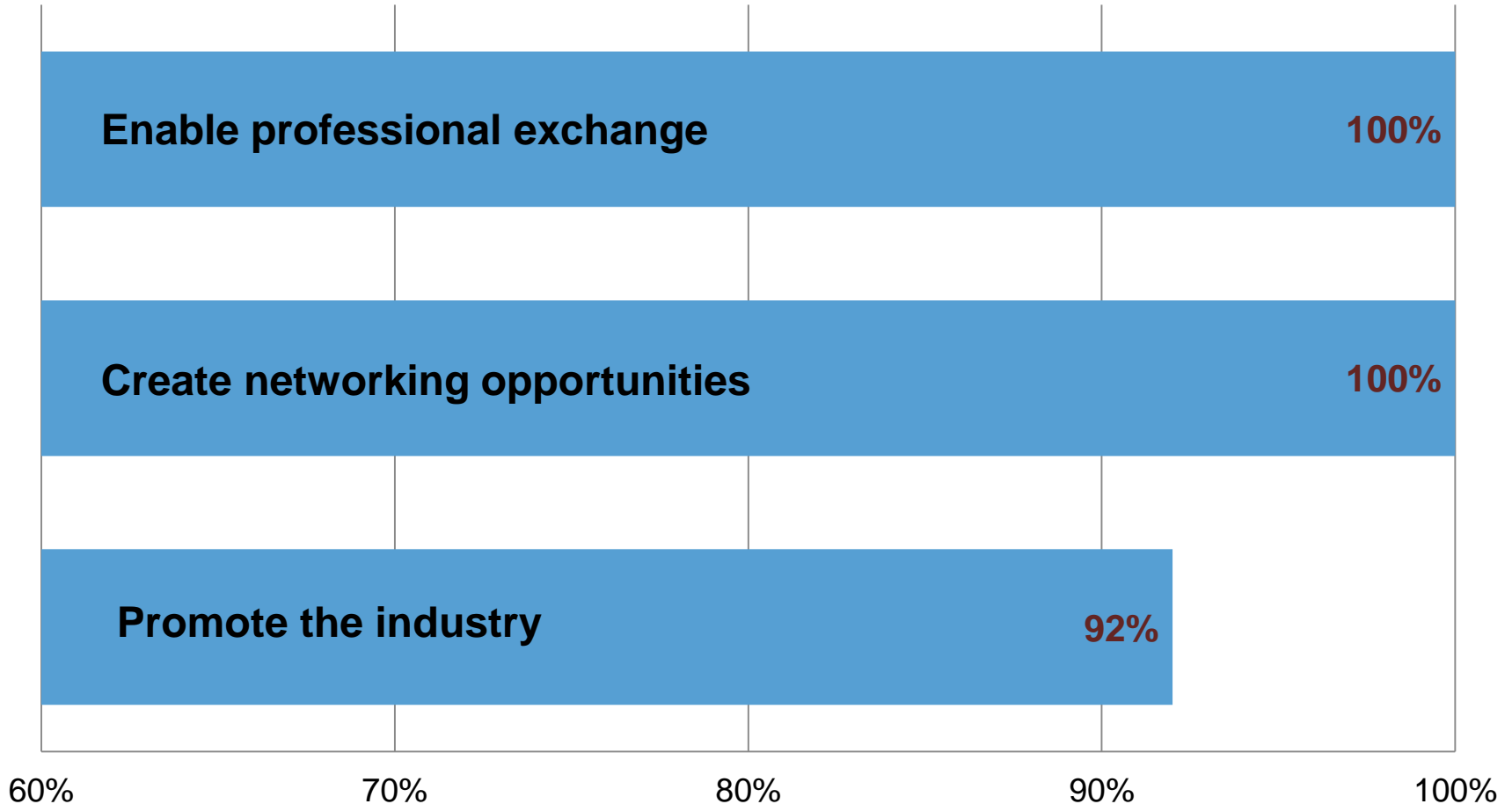
2. Survey findings: **Vision**

other member suggestions [open ended responses]

- 80 To represent members' interests in the outside world
- 80 To be the most relevant expert industry association – the benchmark within the industry
- 80 To be a functional association that helps improve the efficiency and effectiveness of its members
- 80 To contribute to the sound development of the world economy through its activities
- 80 To strive to achieve excellence in promoting global international trade and investment
- 80 To foster the exchange of business ideas and best practices to assist the growth of members' organisations

2. Survey findings: Objectives

[% , member agreement]



2. Survey findings: **Objectives**

[Promote the Industry]

- 80 Promote the industry: **92% of members agree with this objective**

Further considerations:

- > **To whom** the Berne Union would promote the industry?
- > What are the **key messages**?
- > How do we **reconcile** the diverse profiles of BU Members?

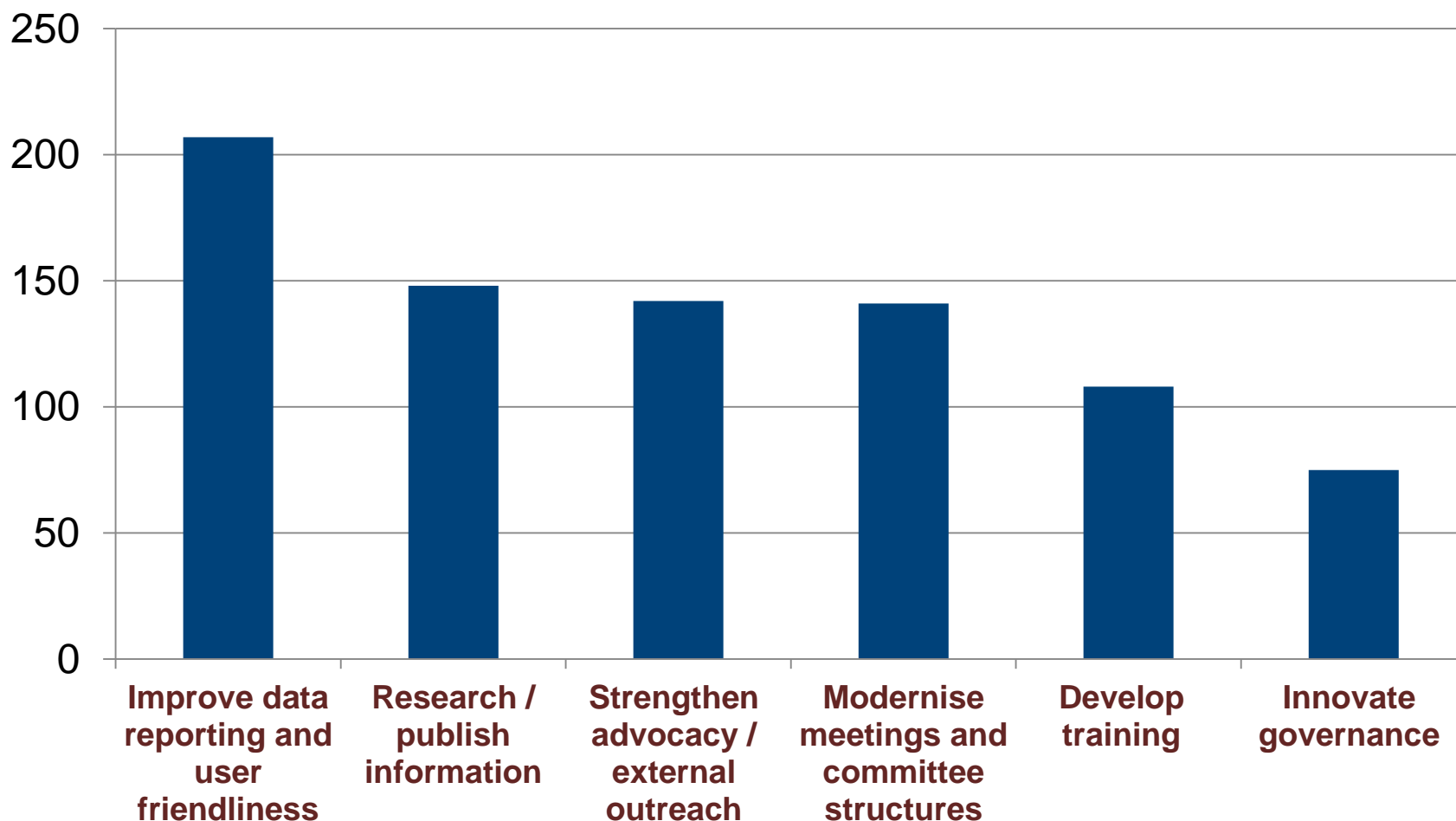
2. Survey findings: **Objectives**

other member suggestions [open ended responses]

- 80 Provide professional services to members
- 80 Enrich the experience of the existing members
- 80 Facilitate cooperation amongst members in supporting trade between countries
- 80 Capacity building to its members and on macro level to global trade community
- 80 Promote sound industry regulatory environment
- 80 Foster economic growth and prosperity through international trade and foreign investment

2. Survey findings: **Activities**

[calculated rank]



2. Survey findings: **Activities**

other member suggestions [open ended responses]

- 80 Develop a membership strategy and recruitment plan for new members
- 80 Innovate Berne Union intranet and website
- 80 Offer more assistance to smaller members (advice, mentorship, etc.)
- 80 Advocate with governments in cases where their actions have resulted in claims

2. Survey findings: **Member Experience**

Positive Member Experience

Highly meets to exceeds expectations:

- 80 Specialist Meetings: 70.3%

Meets expectations or higher:

- 80 Committee Meetings: 97.6%
- 80 Secretariat Support: 97.6%
- 80 Connecting with Member: 92.9%
- 80 Knowledge Exchange: 90.4%

2. Survey findings: **Member Experience**

Areas for Improvement

80 **Communication & Transparency:**

- > Meets expectations or higher: **81%**
- > Communication at leadership level

80 **All Member Days:**

- > Meets expectations or higher: **74%**
- > Too big, too general, improve and diversify quality of topics / presenters

80 **Connecting with other industry players:**

- > Meets expectations or higher: **61%**
- > Some players missing, geographically and other industry associations

80 **Data Reporting & Dissemination:**

- > Meets expectations or higher: **50%**
- > Lack of consistency and clarity, complicated input and access

3. WAY FORWARD

3. WAY FORWARD: **Objectives and Activities**

- 80 Previously identified objectives are widely supported
- 80 Near term focus:
 1. **Enable** professional exchange and information sharing
 2. **Create** networking opportunities
- 80 Long term focus:
 3. **Promote** [represent] the industry

3. Proposals: **Objectives and Activities**

1. **Enable professional exchange and information sharing:**

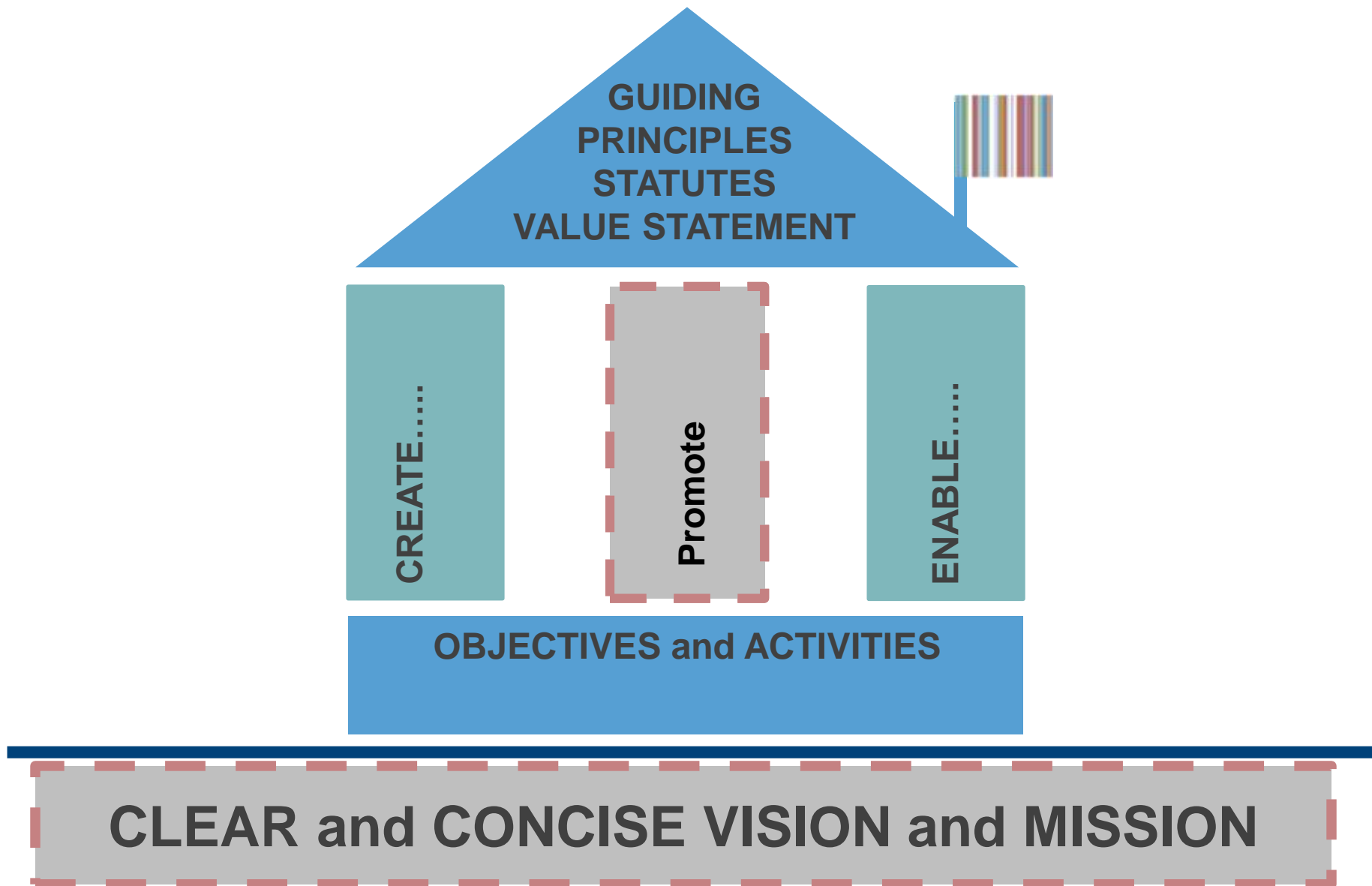
Offer accessible forums for all Members to continuously exchange views, information and experiences

2. **Create networking opportunities:**

Introduce networking opportunities that Members may otherwise not be aware of or be able to access

Supporting Activities:

- Improve data reporting, collection and dissemination
- Increase intranet functionality, transparency and delivery of information to members
- Innovate face-to-face meetings, diversify external speakers and keynote presenters
- Link Berne Union and Prague Club Members (e.g. joint AGM)
- Integrate academic players and perspectives



berneunion 80

supporting trade and investment since 1934