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Press Release - for immediate release

Being 'sticky' using e-learning is key to a successful membership organisation, says Webanywhere

e-Learning company Webanywhere says the key to being a successful membership organisation is through a 'sticky' membership and has produced a guide, for membership organisations, to show how technology can help to achieve this.

Being 'sticky' means offering members benefits that mean they stay with an organisation, because they understand the value in what is being offered. In a new guide for membership organisations, Webanywhere lists five ways that technology can increase engagement from members, helping membership organisations to stay on top of trends and provide a service worth the membership.

The guide covers the latest business trends like **big data**, explains how giving members **games** to compete on can keep them coming back for more, and even details how the **learning cycle theory** can benefit an organisation.

Conor Gilligan, Head of Operations at Webanywhere, said: "Technology, including online learning, is an integral part of our daily lives - yet in many cases its full potential isn't realised."

"We've discovered that there's much more that many membership organisations can be doing to retain members and also gain new ones - and harnessing technology may be easier than they think."

The guide also includes statistics on the use of technology - illustrating why technology should be at the forefront of all membership organisations' strategy.

"Technology will help you understand what members want - and give it to them," said Conor. "We've seen technology help many other businesses and organisations - yours could be next."

Webanywhere's guide for membership organisations, **5 Ways To Make Your Membership**

Sticky, is available to download now at
<http://www.webanywhere.co.uk/workplace/resources/white-papers>.

About Webanywhere

Webanywhere is a global workplace learning provider which is headquartered in the UK and has operations in mainland Europe and North America. We are experts in delivering e-learning solutions which include social, mobile, rapid authoring and blended learning. Partnering with our clients allows us to really impact on their learners performance. As an official Moodle, Totara and Google Partner, we utilise the most advanced solutions for our clients allowing them to maximise ROI. Webanywhere is also a supplier to the UK Government Procurement service.

Webanywhere has over 4,000 clients including Zara, Safeway Inc, Tottenham Hotspur Football Club, Dominos Pizza, as well as government and non-for profits such as The NHS Foundation Trust, Wigan Council, The You Trust, Shelter, The British Safety Council and The Medical Protection Society.

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Stretch Beyond

