



The International Water Association

IWA MEMBERSHIP MARKETING GUIDELINES FOR IWA EVENT ORGANISERS

Monday, November 26, 2018

As a conference organiser, you are expected to full fill the following actions as part of your agreement with IWA.

Your assistance in promoting IWA membership is essential in helping us to expand our network. Our conferences are our primary source for recruiting new members and we ask all conference organisers to help us grow the IWA network. Membership to the IWA gives unparalleled access to an international community of water professionals that share a vision for creating a water wise world and we look forward to further collaboration with global water professionals to achieve this goal.

As agreed in the proposed event budget, there should be a significant difference in registration fees for IWA member delegates and non-IWA member delegates, of at least €100/£80/US\$130 to benefit our members. If the registration fee is less than €200, the difference in fees for IWA member delegates should be 20% less than for non-IWA member delegates.

IWA also requests that a lower fee for young water professionals (YWP) and delegates from low income countries be made available (see foot note¹).

We have a number of membership marketing requirements for you to use to make sure that conference delegates do not miss the opportunity to join the IWA as a member and benefit from the registration discount – please see the list below.

If you have any queries concerning IWA membership, please contact the Membership Team at members@iwahq.org for further assistance.

¹ For **YWP** please apply 20% reduction on normal fee.

For **IWA co-sponsorship** (e.g. where the main organiser is another association) we understand that the fee funds are negotiable, though we would still like to see a significant benefit to our members through a difference in fees.

1. PRE-EVENT INITIATIVES & PROCEDURES

1.1 MEMBERSHIP RECRUITMENT - INVITATION TO BECOME AN IWA MEMBER

1.1.1 Include membership invitation on the registration form

As delegates are required to become IWA members before registering for the conference to benefit from the discounted registration fee, you must include the possibility for delegates to join as IWA members within the registration portal. This means that delegates will be redirected to our [membership registration portal](#). Once the delegate registers as an IWA member, they will receive a membership ID number, then they may register to the conference with the discounted fee by providing their membership ID. Please use the following text on the [conference registration portal](#):

[Join the International Water Association \(IWA\)](#) as a member receive an automatic discount on your delegate ticket price and enjoy additional benefits that include subscription for [The Source Magazine](#), access to [IWA Connect](#) – the global platform for water professionals – and further discounts on [IWA publications](#) and [events](#).

1.1.2 Include Join IWA Membership banner on the Conference Website

We ask you to include [the following IWA membership banner](#) on the event website homepage and registration page, along with the link to [IWA Connect](#) :

1.2 MEMBERSHIP SERVICES - REGISTRATION FEE DISCOUNTED FOR IWA MEMBERS

1.2.1 Checking IWA Membership list at registration

- ✓ **Include prices note.** The below note explaining the difference in prices for IWA members and non-IWA members should be highlighted in the conference registration form and website.

*Note: “The «**EVENT NAME**» offers different types of delegate ticket prices, including IWA member HIC (high income country), IWA member LIC (low income country), Non IWA member HIC and Non IWA member LIC. To register at discounted rate, please [join IWA](#) first.*

- ✓ **Include membership ID field.** During registration, the membership ID should be required from delegates when they select the IWA member fee. Be sure to include this field on the registration form.
- ✓ **Check membership status.** In order to comply with the EU data protection rules, IWA will provide a list of active members to the conference organisers which will have only names and membership numbers. The organisers are responsible for checking that all delegates registering at the discounted members' rate are active IWA members. If a membership number is not on the active members list, then a query can be sent to members@iwahq.org

1.3 IWA MEMBERSHIP DIGITAL MARKETING – DATA PROTECTION

After the event, we invite delegates to participate in the IWA network through our various channels (newsletters, IWA Connect, membership, etc). In order to be included in these lists, delegates need to be informed about how their personal data will be used for marketing purposes during registration.

1.3.1 Include data protection act at the registration form.

Please include the following text to be checked by the delegate during their registration: *By this box you are authorizing the International Water Association to include your personal data in our data*

base. This will be used to send you information about our IWA activities. Please note that it will not be shared or used by third parties.

2. ONSITE INITIATIVES & PROCEDURES

2.1 IWA corporate video is played during the event ceremonies.

As part of your agreement with the IWA, we require that you play the [IWA corporate video](#) at the opening and [IWA Connect video](#) at the closing ceremony.

2.2 If possible IWA Membership PowerPoint presentation is displayed during coffee breaks.

- ✓ If possible a short PowerPoint presentation slide to be displayed during coffee breaks or whenever possible to promote membership offer. (it may include membership discount code, benefits + call to join IWA Connect)

2.3 Marketing material for the conference bags.

- ✓ Include in the conference bag a letter inviting delegates to join as members with the discount code for 20% discount on membership fees for individuals. (To be provided by membership department)

3. POST-EVENT INITIATIVES & PROCEDURES

3.1 IWA MEMBERSHIP DIGITAL MARKETING – Invite to IWA network

After the event, we invite delegates to continue their participation in the IWA network.

3.1.1 Send delegates list to IWA Secretariat maximum two weeks after the conference date.

You are requested to send us a list of delegates within two weeks after the conference finishes. This list is used for informative purposes after the event; it is very important that IWA members and non-IWA members are differentiated in this list. Please use the [delegate list template](#) and send the final delegate list to conference@iwahq.org.