



MEMBERSHIP PLAYBOOK

THE VOICE OF THE GLOBAL BUSINESS TRAVEL INDUSTRY

This guide is designed to provide GBTA Chapters with a consistent approach to managing and growing membership. The guidelines cover responsibilities, best practices, membership drives and incentives, suggested job titles to target, and strategies for retention and growth.

01 TRANSITIONING TO MEMBERSHIP DIRECTOR

Duties & Responsibilities - Local Chapter

- **Handover Documentation:** The outgoing Membership Director should compile all relevant information for the incoming Membership Director, including:
 - Member lists with contact details
 - Membership metrics (e.g., retention rates, annual growth rate)
 - Current incentive programs and results
 - Templates for emails and outreach
 - Purge non-members whose emails no longer work
- **One-on-One Meeting:** Arrange a one-on-one meeting between the outgoing and incoming director to discuss:
 - Key successes and challenges in membership efforts
 - StarChapter overview and knowledge base.
 - A brief overview of past membership drives and results
 - Potential leads or member prospects for the coming year
- **President Duties**
 - Create the mail forwarder for new member director
 - Update Dues for the new year
 - Ensure Renewal Email has the right message & content

02 MEMBERSHIP DIRECTOR RESPONSIBILITIES

- **New Member Recruitment and Onboarding:**
 - Actively recruit potential new members
 - Follow up on inquiries regarding membership
 - Send welcome emails to new members with relevant resources and event invitations
 - Assign a new member mentor/buddy as a point of contact and to introduce the new member to other attendees the first few monthly meetings.
 - Invite new members to sit at the President's table at their first meeting as a new member.
- **Member Retention:**
 - Engage current members through regular communication and networking opportunities
 - Conduct annual check-ins to gauge member satisfaction and areas for improvement
 - Monitor and address membership expirations, possible incentives to renew
- **Event Coordination and Promotion:**
 - Plan membership-focused events or networking opportunities
 - Coordinate membership drives and promotional activities
 - Promote benefits and exclusive offerings for members to increase engagement
- **Database Management:**
 - Keep membership records current and organized
 - Track attendance, renewal dates, and potential new leads
 - Ensure compliance with data privacy policies

03 TARGET JOB TITLES FOR MEMBERSHIP RECRUITMENT

Identify individuals with the following more common titles (there are many more), who are often involved in corporate travel management or related roles:

- Travel Manager
- Travel Coordinator
- Procurement
- Purchasing
- Finance
- Corporate Travel Buyer
- Global Mobility Specialist
- Category Manager, Travel
- HR Director (with travel responsibilities)
- Office Manager or Administrator (with travel duties)
- Executive Assistant (who books travel for executives)
- Travel Program Analyst
- Compliance Officer (with travel compliance focus)





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GROW & RETAIN MEMBERS

04 MEMBERSHIP TYPES

GBTA & LOCAL CHAPTER MEMBERSHIP TYPES

- **ALLIED** Membership (All Suppliers)
- **DIRECT** - Membership (Buyers - Direct)
- **ALL ACCESS** Membership = GBTA Membership + One Local Chapter membership
- **ALLIED MEMBERS:** All suppliers in the travel industry (Airlines, Accommodations, Ground Transportation, Travel Management Companies, Technology, Meetings & Events, Online Booking Tools, Global Distribution Systems)
- **DIRECT MEMBERS:** All direct & indirect buyers in the travel industry who buy business travel services or administer travel policies including consultants and 3rd party planners who represent direct buyers to source & purchase travel and meeting services.
- **ALL ACCESS MEMBERS:** Allied & Direct members can purchase an all access membership where they can enjoy the benefits of being a GBTA members as well as member of one local chapter of their choice and get \$50 off of the bundled annual membership.
- **HONORARY MEMBERS:** Could be buyers or suppliers but have no voting rights. This is optional and at a local chapter level only
- **STUDENT MEMBERS:** GBTA Chapter President Council have approved to offer students who are currently enrolled in a travel industry related program to become members without voting rights an an annual membership fees of \$40.



Member Benefit	Chapter Membership (Chapter Only)	GBTA Industry Membership (GBTA Only)	GBTA All Access Membership (GBTA & US Chapters)	Student Membership (Chapter Only)
Membership Discount			☑	
Discount or Member Rate Pricing for Chapter Events (Rates vary by Chapter)	☑		☑	☑
Eligible for Chapter or CPC Scholarship	☑		☑	☑
Chapter Voting Rights	☑		☑	
Chapter Membership Directory	☑		☑	☑
Chapter Volunteer Opportunities	☑		☑	☑
GBTA Daily News Brief	☑	☑	☑	☑
GBTA Webinars		☑	☑	
GBTA Career Center		☑	☑	
GBTA Online Training		☑	☑	
GBTA Academy Courses Discount		☑	☑	
GBTA Certification Discount		☑	☑	
GBTA Hub		☑	☑	
GBTA Hub Forums		☑	☑	
GBTA Discussion Groups		☑	☑	
GBTA Membership Directory		☑	☑	
GBTA On Demand		☑	☑	
GBTA Benchmarking Tools		☑	☑	
GBTA Events		☑	☑	
Convention Discount		☑	☑	
GBTA Event Discount		☑	☑	
2000+ Resources Library		☑	☑	
Research Studies and Infographics		☑	☑	
Toolkits and Templates		☑	☑	
Benchmarking Tools		☑	☑	
Global Member Director		☑	☑	
GBTA Volunteer Opportunities		☑	☑	
WINit Industry Resources		☑	☑	

05 MEMBERSHIP DRIVES & INCENTIVES

Member Drives:

- Offer an incentive for a limited time (Direct Members: Join by December 31st and receive 2 complimentary standard meetings in 2025).
- Receive a complimentary meeting registration if they attend as a non-member/guest and join within a week of the meeting.
- Sponsorship program for buyers who are non-members to help them to attend events
- Receive a complimentary meeting if guest at a meeting signs up as member within 30 days.
- Bring a buyer for free to one meeting.
- Offer three months free if signed up by a certain date (buyers and suppliers).
- An annual incentive for members who bring guests. They get "points" for attending meetings and referring/inviting a guest. Announce the winner in December.
- Host virtual events where potential members can learn about your Chapter.

Referral Program:

- Encourage current members to refer colleagues or industry contacts by offering meeting discounts, free meeting or tickets for a monthly drawing.

Discounted Membership Events:

- Offer incentives like discounted or complimentary tickets to a meeting or social event for new sign-ups during a membership drive.

Networking Groups: Reach out to other travel-related networking groups for crossover.

GBTA Members: Contact those who are not All Access to explain the benefits.





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06 MEMBERSHIP RETENTION, ENGAGEMENT & GROWTH STRATEGIES



- **Engage New Members Immediately:** Send a personalized welcome, provide resources, and invite them to upcoming events or committee opportunities.
- **Highlight Networking Opportunities:** Offer regular mixers or lunch-and-learns to connect members and increase retention.
- **Personalized Check-ins:** After 6 months and 1 year, check in with members to see how they're benefiting from their membership and encourage feedback.
- **Renewal Calls:** Aggressive effort to check in 30-60-90 days with members that are due for renewal.
- **Career Development Opportunities:** Provide professional development, certification information, or mentorship programs that add value.
- **Travel Buyers:** Offer travel buyer roundtable session prior to a monthly meeting.
- **Travel Suppliers:** Membership committee should work closely with Communications & Sponsorships to help grow their visibility
- **Membership Recognition Programs:** Recognize member milestones, like anniversaries or achievements within the organization. Member spotlights.

By adhering to these standards and guidelines, GBTA Chapters can foster a thriving and engaged membership base, creating value for members and ensuring the continued growth and success of the association.

07 BEST PRACTICES



- **Regular Communication:** Send regular updates to members about upcoming events, industry news, and membership benefits showcasing the value of being a member.
- **Survey Members Annually:** Collect feedback on satisfaction, interests, and event preferences to guide program improvements.
- **Highlight Member Benefits:** Send membership benefit chart. Consistently communicate member benefits, such as discounted meeting rates, networking, educational opportunities, and access to industry insights.
- **Utilize Testimonials:** Share testimonials from active members about the value they gain from being a GBTA Chapter Member.
- **Company & Boss Support:** Ensure that the individuals have support. Use "Convince your boss letter if needed"

08 LINKS & CONTACT



[GBTA Member Benefits Video:](#)

[StarChapter Membership Training](#)

[StarChapter Knowledgebase: Membership](#)

[Recommended Book: MemberShift, Sarah L. Sladek](#)

[CHAPTER PRESIDENTS' COUNCIL](#) (Need CPC Login)

[CHAPTER LIBRARY](#) (Need CPC Login to access)

[CPC PRESIDENTS & COMMITTEE FORUM](#) (Need CPC Login)

[THE GBTA HUB](#) (Engage in Forums - Need GBTA login)

[JOIN GBTA](#)

[Angela Swoveland - Manager for Volunteer Relations](#)

Local Chapters Join link on Chapter Starchapter website

CONTACT US:

SAG@gbtacpc.org





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Collaborate & connect with membership chairs in different chapters to learn best practices

Mail Forwarders for every Chapter:

- Arizona - membership@azbta.org
- Austin - membership@gbta-austinbta.org
- Bay Area - membership@babta.org
- Central and Northern Florida - membership@cnfbta.org
- Chicago - membership@chicagobta.org
- Connecticut/Westchester - membership@cwfbta.org
- Dallas / Ft. Worth - membership@dfw-bta.org
- Georgia - membership@georgiabta.org
- Greater DC Metro - membership@gbta-greaterdcmetro.org
- Kansas City - membership@kcbta.org
- Las Vegas - pamela.witherspoon@umusic.com
- Los Angeles - membership@labta.org
- Michigan - membership@gbtamichigan.org
- Mid South - membership@msabta.org
- New England - membership@nebta.org
- New Jersey - membership@njbta.org
- New York City - membership@nycbta.org
- North Carolina - membership@ncbta.org
- North Central - membership@gbta-northcentral.org
- Ohio Valley - membership@ovbta.org
- Oklahoma - membership@okgbta.org
- Oregon - membership@obta.org
- Philadelphia - membership@phillybta.org
- Puget Sound - membership@psbta.org
- Rock Mountain - membership@rockymountainbta.org
- San Antonio - membership@sanantoniobta.org
- San Diego - membership@sdbta.org
- Silicon Valley - membership@svbta.org
- South Carolina - membership@gbtasc.org
- South Florida - membership@gbtasouthflorida.org
- St. Louis - membership@stlbta.org
- Tampa Bay - membership@gbta-tampabay.org
- Tennessee - membership@tennesseebta.org
- Texas (Houston) - membership@texasbta.org
- Upstate New York - membership@gbta-upstatenewyork.org
- Utah - membership@ubta.org
- Virginia - membership@vbta.org
- Wisconsin - membership@wisconsinbta.org



CONTACT

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Sample email to members whose membership is up for renewal:

Subject: Reminder: Your GBTA (Chapter name) Membership Is Expiring Soon

Dear (Member Name),

I hope this message finds you well!

I am reaching out to remind you that your GBTA (Chapter name) membership is set to expire on [expiration date]. We value your involvement in our chapter and the unique contributions you bring to our community. I wanted to ensure you plan on renewing your membership.

Renewing your membership will allow you to continue enjoying exclusive benefits, including:

- Access to our educational programs and events at a special reduced rate
- Networking opportunities with industry leaders and peers
- Participation in travel buyer roundtable sessions (if they're a buyer and your chapter holds the sessions)
- Ongoing professional development resources and community initiatives
- Opportunities to participate in scholarships

We would love for you to remain an integral part of our community. If you have any questions or need assistance with the renewal process, please don't hesitate to reach out.

Thank you for your continued support, and we hope to welcome you back for another year with GBTA (Chapter name)!

Best regards,
(Name)
(Title/Position)
GBTA (Chapter Name)

NEXT STEPS:

To create a Business Case to have organizations support your membership & commitment to the chapter you wish to join as well as GBTA.

Develop the template for Chapter Benefits to be attached to the business case



CONTACT

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CHAPTER BENEFITS

Local Chapter membership offers a comprehensive suite of benefits to support professional growth, provide valuable resources, and create meaningful connections within the industry. By highlighting these benefits, we aim to showcase the value of membership to current and prospective members, emphasizing the tangible advantages of being part of the Chapter's community.

Professional Development and Education

1. Industry Certifications and Training Programs:
 - Exclusive access to industry certifications and training to enhance professional skills and knowledge.
2. Webinars and Workshops:
 - Webinars and sessions led by industry experts on current trends, best practices, and emerging technologies.
3. Continuing Education Credits:
 - Opportunities to earn continuing education credits through participation in educational events and programs.

Networking Opportunities

1. Local and National Events:
 - Invitations to local and national events, including conferences, seminars, and trade shows, where members can network with peers and industry leaders.
2. Special Interest Groups:
 - Access to special interest groups and committees focused on specific industry areas, providing targeted networking and collaboration opportunities.
3. Online Community:
 - Membership in an active online community platform for discussions, knowledge sharing, and networking with other professionals.

Exclusive Resources and Information

1. Industry Reports and Research:
 - Access to exclusive industry reports, research papers, and whitepapers providing insights into market trends and forecasts.
2. Monthly Newsletters:
 - Subscription to newsletters featuring industry news, member spotlights, and Chapter updates.
3. Digital Resource Library:
 - Unlimited access to a comprehensive digital library with articles, case studies, and best practice guides.

Member Discounts and Offers

1. Event Discounts:
 - Significant discounts on registration fees for Chapter-sponsored events, conferences, and workshops.
2. Partner Discounts:
 - Exclusive discounts on products and services from Chapter partner organizations and affiliates.
3. Educational Discounts:
 - Reduced rates on professional development courses, certification programs, and educational resources.

Career Advancement

1. Job Board Access:
 - Exclusive access to a members-only job board with listings of industry-specific job opportunities.
2. Career Coaching and Mentoring:
 - Opportunities for career coaching and mentorship programs to help members advance in their careers.

Recognition and Awards

1. Member Spotlights:
 - Features of member achievements and contributions on social media, and website.
2. Awards and Honors:
 - Eligibility for Chapter honors recognizing outstanding contributions and achievements in the industry.

Advocacy and Representation

1. Industry Advocacy:
 - Representation in industry advocacy efforts influencing policies and regulations that impact the profession.
2. Government Relations:
 - Updates on government relations activities and opportunities to participate in advocacy initiatives.

Community Involvement and Volunteering

1. Volunteer Opportunities:
 - Opportunities to volunteer for Chapter committees, task forces, and special projects, allowing members to give back to the community and develop leadership skills.
2. Community Service Projects:
 - Participation in community service projects and initiatives organized by the Chapter.

Technology and Tools

1. Member Portal:
 - Access to a members-only portal with tools for managing membership, event registration, and exclusive content.

