

EGSA Membership Committee Minutes, Fall 2021 Conference

Monday, October 4, 2021

Committee Leadership:

President: John Kelly III

Vice President: Raghu Varma

Secretary: Kate Thomas

Membership is in a decline

- 17% decline of paid members from 2020, 21% from 2019
- Why aren't people returning?
- Membership drive possibility

Reasons the room values membership:

- Meet and speak with the CEO level of different companies
- Product and service feedback immediately from the conference
- Only conference where you can discuss the industry with your competition
- Networking opportunities
- D&D cases from different regions of the country
- Making relationships – both business and personal
- Certifications are huge
- Educational opportunities
- Smaller, more welcoming community that makes each member get something out of the conference
- Better value than many huge tradeshow
- Affordable prices for hotels and the conference
- Big name key note speakers
- Technology discussions

Future Ideas:

- Bring back EGSA U
 - Failed originally because they were charging for CEUs when most CEUs are given for free
 - Information is very important, just need to figure out the right execution for the program
 - Booth presentations at conferences to have the information available as membership value
- Lincoln Tech
 - Attract more DDs to EGSA
 - More DDs, more people will want to come to conferences
- Make sure to go back to changing the conference locations to different sides of the country
 - Low turnout could be because of it being in Florida again this year
- Try to attract C-suite from companies
- Show in video and marketing form the ROI from being an EGSA member
- Do a forensic analyst on lost members
- Setup more big generator indoor/outdoor displays
- EGSA staff attend other industry shows advertising the organization

Action Items:

- Call the people who haven't returned to EGSA this year to find out why they left
- Start monthly meetings to see what members value