

24 'THE BALANCED SCORECARD': THE INPUTS AND OUTPUTS OF A RELATIONSHIP WITH YOUR PROFESSIONAL OR PRODUCT ASSOCIATION

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SUMMARY: Whatever the reason for belonging to an association, there will be an underlying presumption from the subscriber that they will derive a value added benefit for their organisation from the relationship.

Associations must focus on providing such value added opportunities, but is the relationship as simple as a pay and receive contract?

In this presentation, the trade-off between the provision of money and time-in-kind contributions from membership and the payback an organisation is able to provide in both direct and indirect benefits will be examined.

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