

# NAC survey: Planning for 2022

**February 10, 2022**

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# About this survey

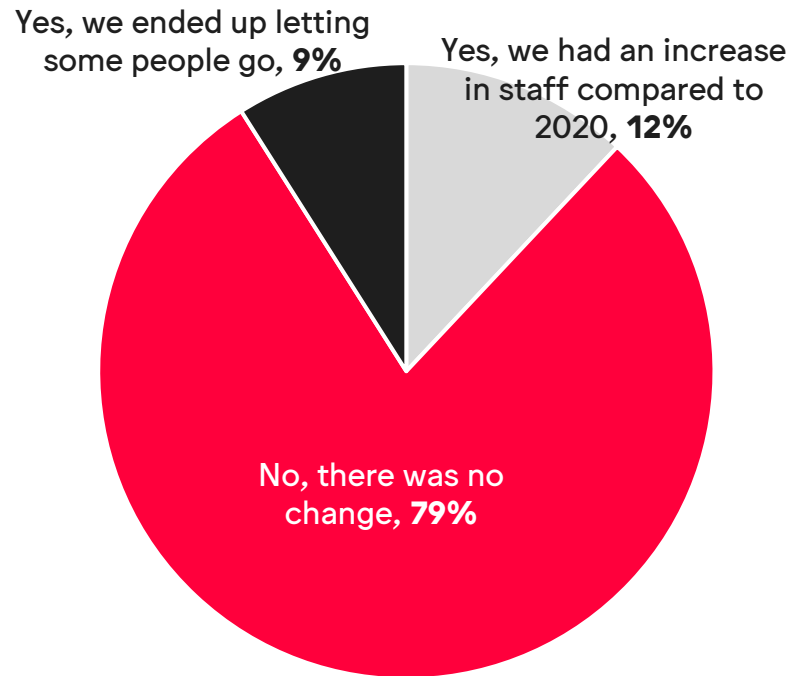
We asked national association members to share on their plans and outlook for 2022, including on their day-to-day operations, membership and events.

[\(full report here\)](#)

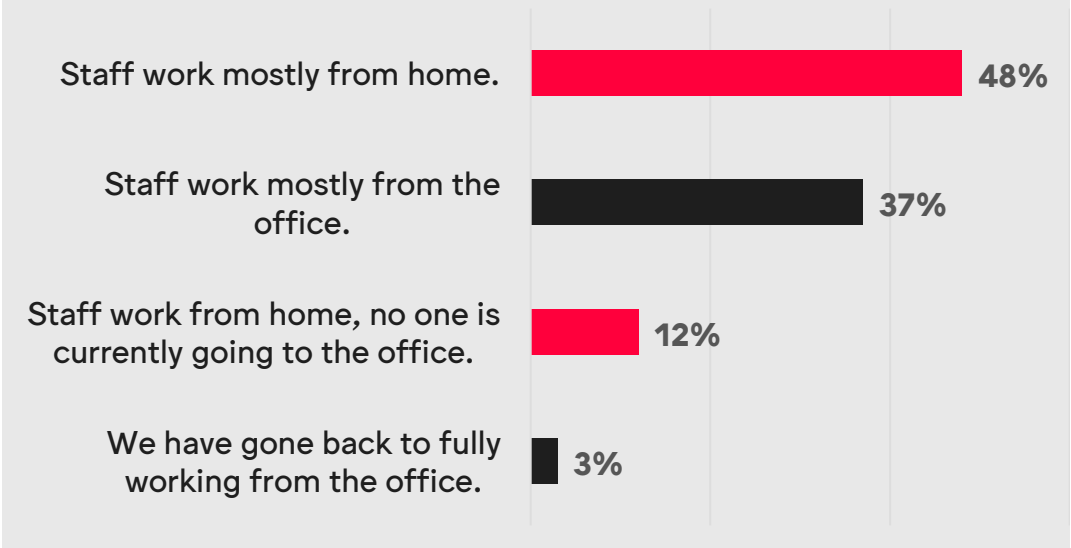
**N = 33 respondents**

# Staff headcount in 2021 remained stable; majority work mostly from home while 1 in 3 work mostly from the office

Q: Did staff headcount in your organisation change in 2021?



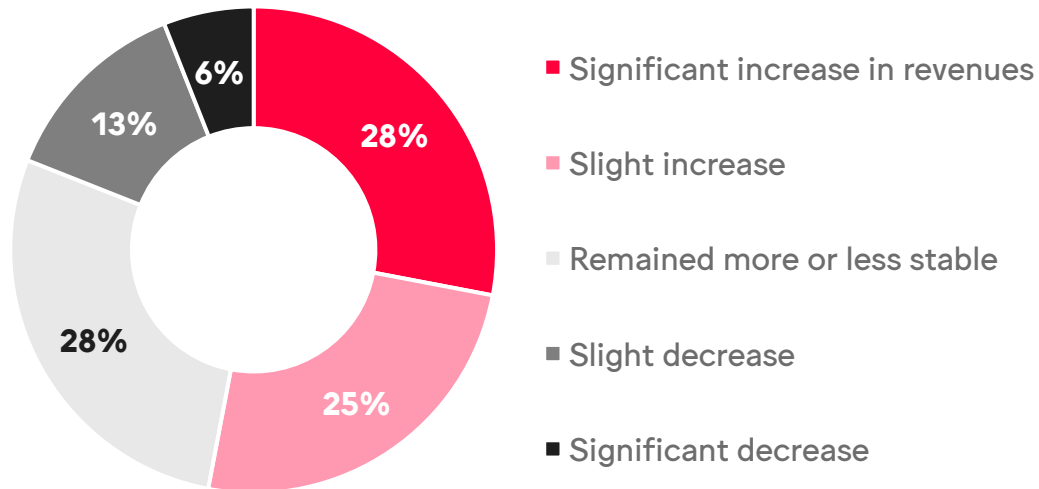
Q: What is the current work week situation in your organisation?



*“We work two days a week from the office.”*

# Half report revenues up against 2020, a quarter say they are stable

Q: What was your association's turnover in 2021 compared to 2020?



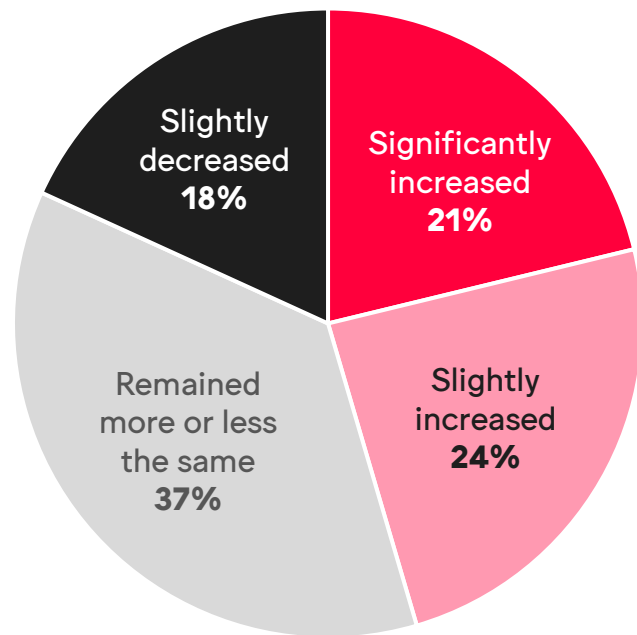
*(increase) "This was on the back of a hard won decision to increase our corporate membership fee."*



*(decrease) "Due to restrictions to hold in-person activities/events and discount on annual membership fee."*

# 45% saw an increase in members; new member types are driving recruitment for some

Q: The number of companies in membership in 2021 compared to 2020 has...



*(increase) "We merged with the local agency association at the end of 2020 and the number of new membership queries keeps growing."*



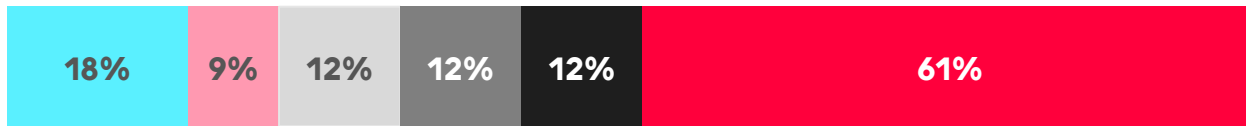
*(increase) "Total membership was up 10% driven by 5% core trade association, supplemented by a significant additional wing of university memberships."*



*(decrease) "Some lesser known members have opted out since they can't pay the enhanced fees."*

# Some have opened up membership to MSPs (e.g. agencies, media owners, platforms) in the last two years, but under strict criteria/limitations

Q: Do you have plans to diversify your membership in 2022?



■ Other\*

■ Yes, we will introduce other types of membership, e.g. individual membership, start-ups/SMEs

■ Yes, we will introduce tiered membership, e.g. levels of member access/benefits

■ Yes, we will open up membership to other company types, e.g. MSPs

■ No, but we will introduce a partnership programme with other industry stakeholders

■ No, our membership structure will remain the same

\*Other:



*“We already have partnership programs and different types of memberships.”*



*“We are open to agencies and media owners. We say no to the online platforms, but they are welcome as sponsors.”*



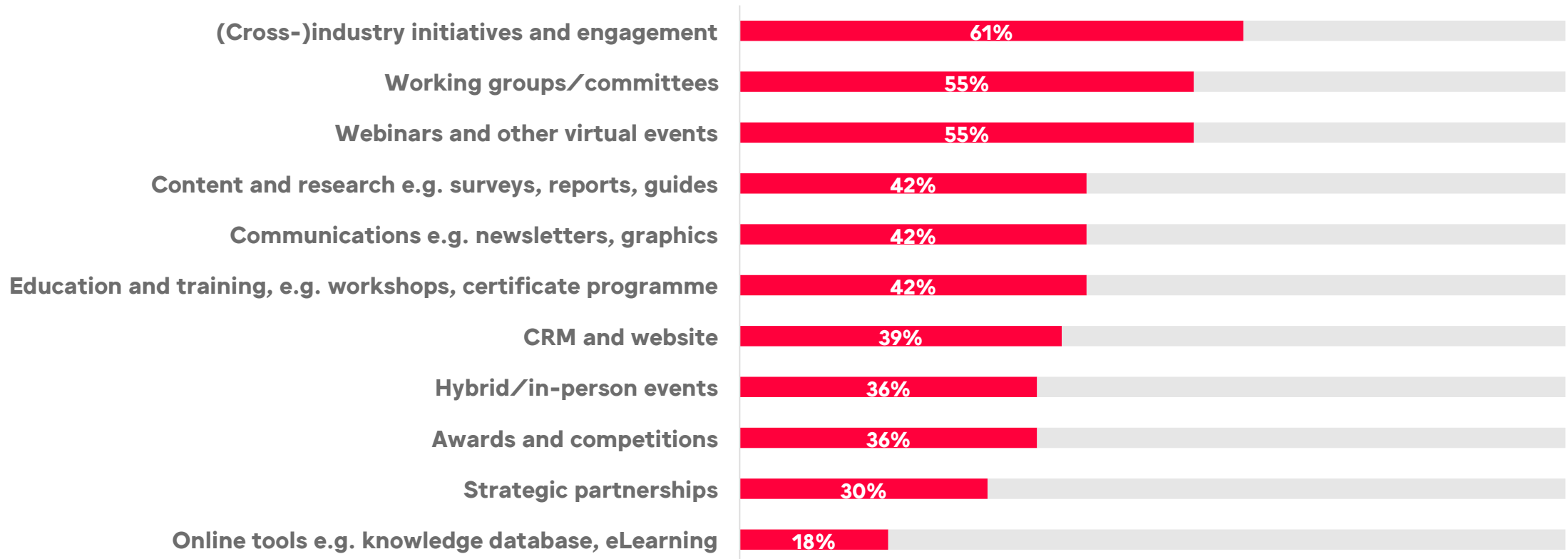
*“We have already opened up our membership. But our board is just client-side marketers.”*



*“We would have to change our statutes to assess the possibility of having other types of members.”*

# More resources to be dedicated to industry initiatives and engagement, working groups & webinars/virtual events

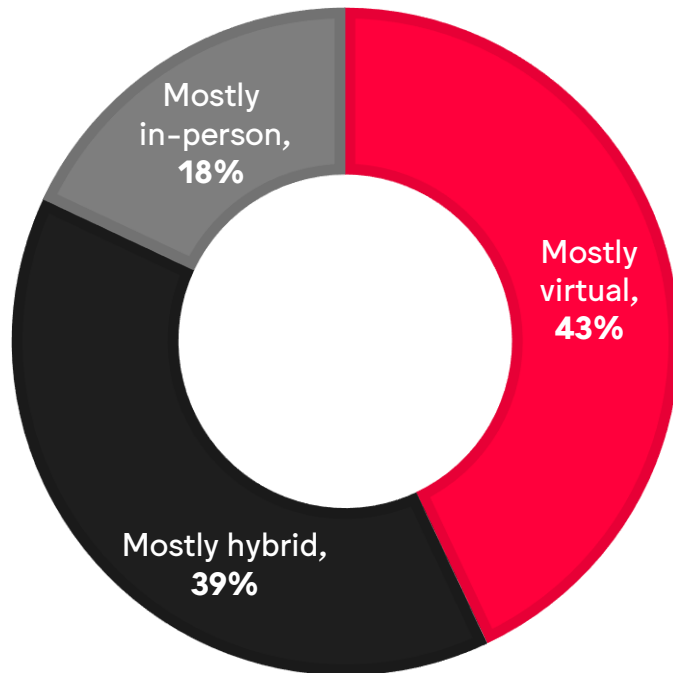
Q: What activities or services does your organisation plan to invest more resources in this year?



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# Only 1 in 5 saying they'll be mostly in-person this year

Q: What best reflects your plans for events (member/committee meetings, conferences, awards, training/academy, etc.) in 2022?



*“We aim to add in-person events as much as we can, but numerically virtual events will remain the highest number.”*

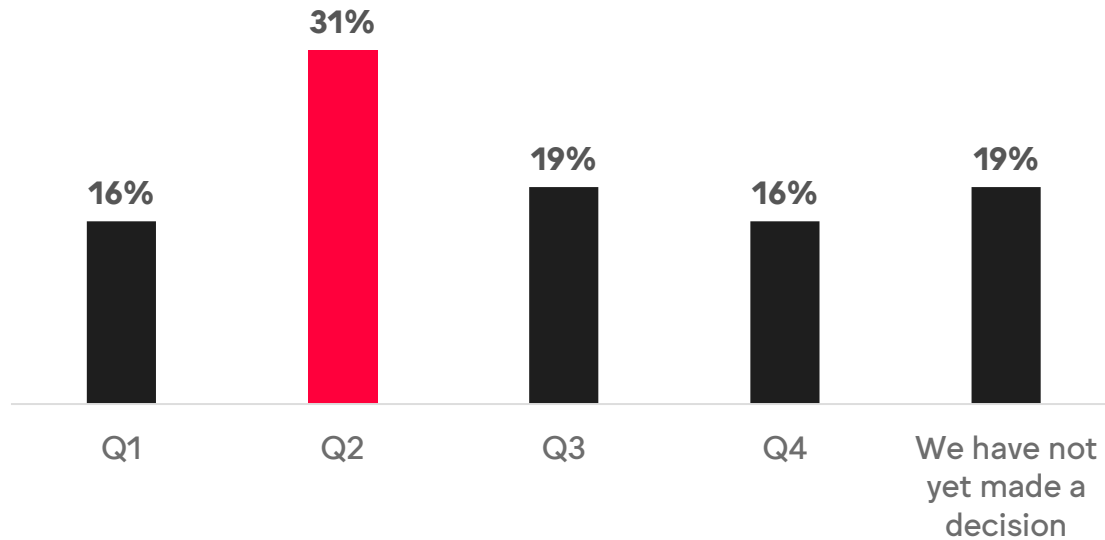


*“The hybrid world is here to stay .”*



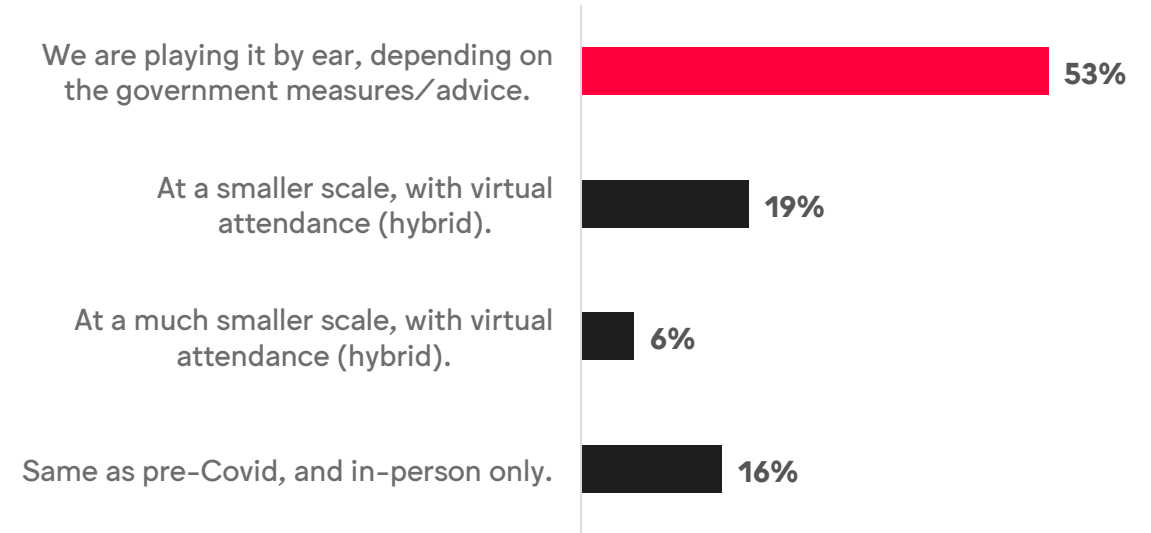
# A lot of uncertainty about in-person

Q: When are you planning to resume in-person events?



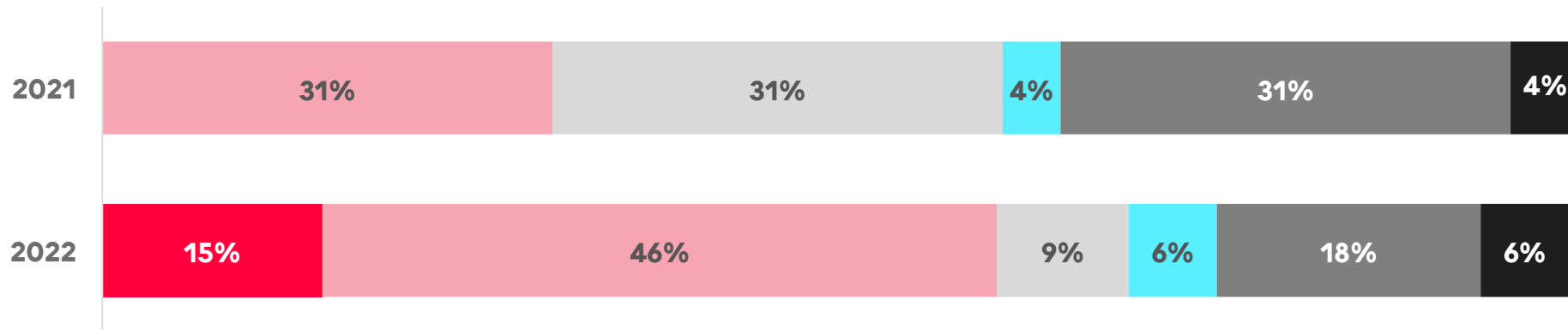
*“We have already re-introduced in-person events selectively .”*

Q: If you are resuming in-person events this year, what scale would these events be?



# Economic outlook for 2022 more optimistic than 2021

Q: We would like to get your view on what the economic outlook looks like in your country in 2022. Please choose one of the following that best captures your level of confidence:



- Very optimistic
- Somewhat optimistic
- Neither optimistic nor pessimistic
- Too early to tell
- Somewhat pessimistic
- Very pessimistic



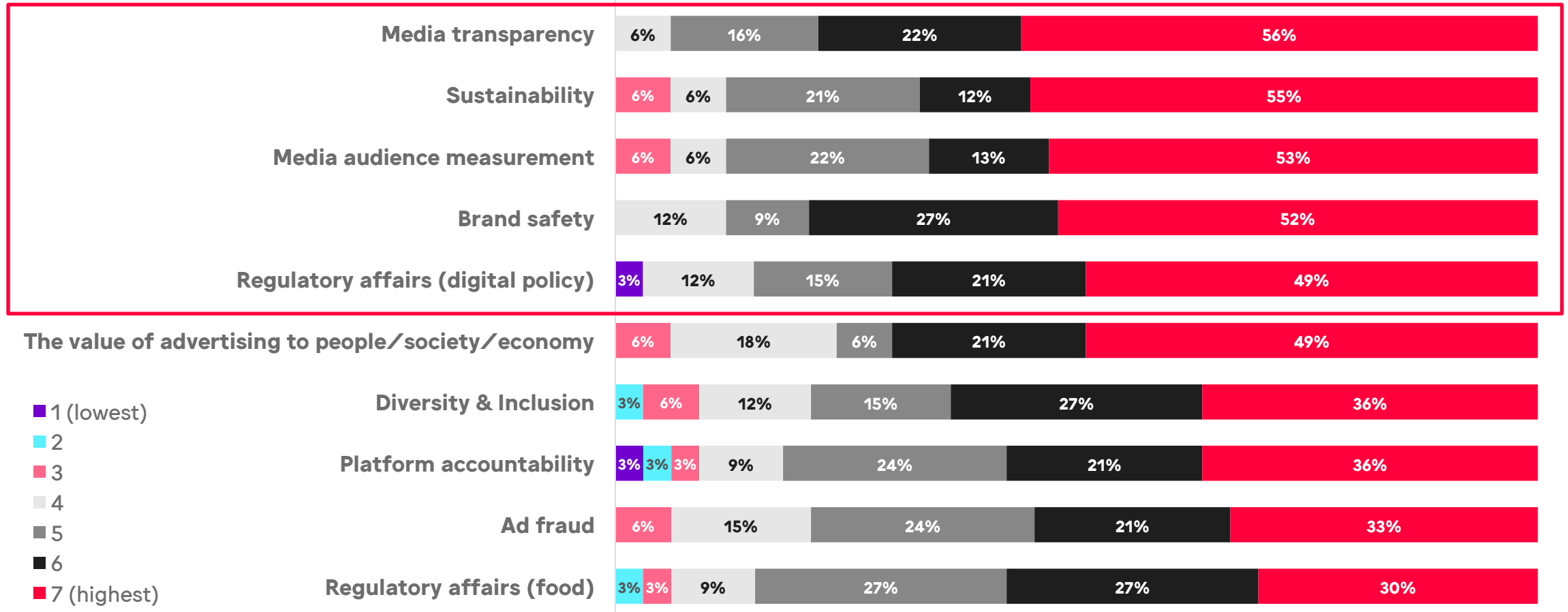
*“Inflation is a big watch out.”*



*“Uncertainties in connection to inflation/interest rate/currency, global political challenges, Covid?”*

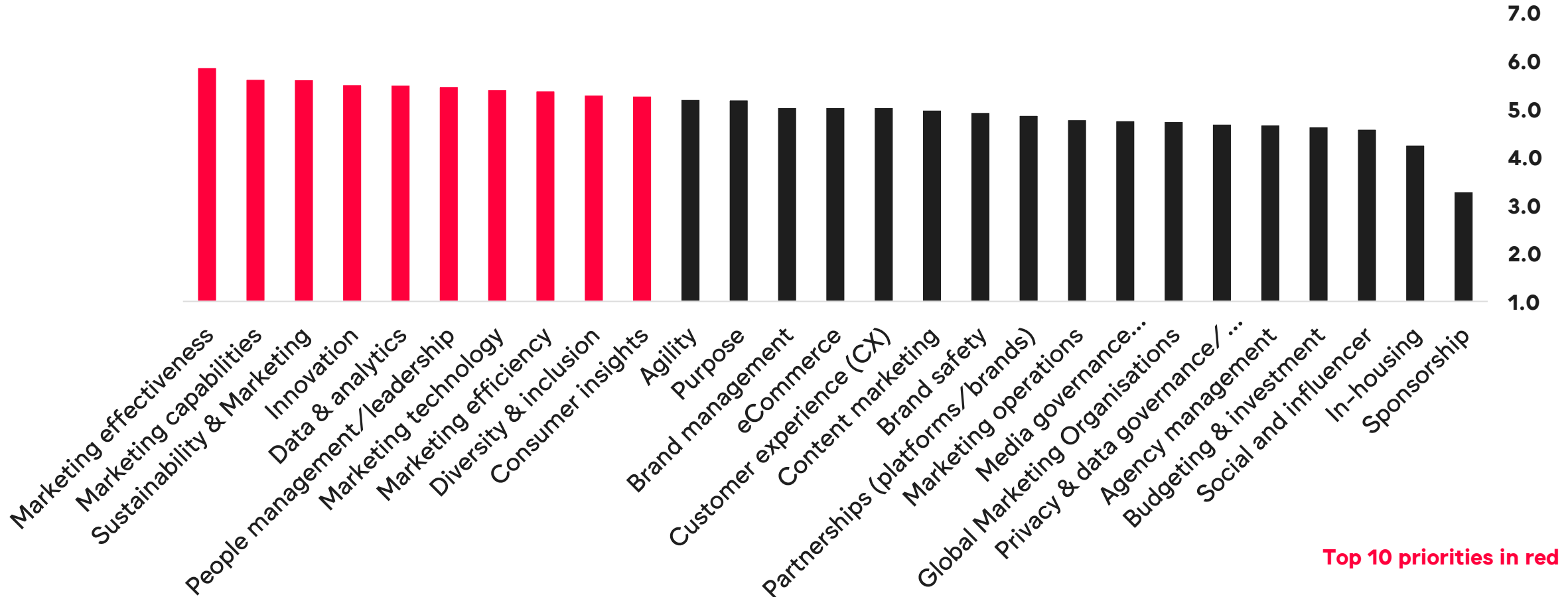
# Your priorities for 2022

Q: Please rate the following issues based on how important they are to you in 2022?



Source: WFA 2021 priorities and satisfaction survey; Base: 33 national association respondents

# Global marketers' prompted priorities for 2022



Q. Please rate the following issues based on how important they are to you in 2022. Note: only shows above average  
 Charts show weighted averages on 1-7 (7 highest priority)  
 Source: WFA Online member survey. Date: Dec '21; Universe: 309 respondents; Base Global-remit marketers: 65 respondents



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# Questions from your peers

## On recruitment and retention

- *“What are your most successful activities to strengthen the bond with your members at CMO level? How do you position yourself distinctively versus other organisations that target CMOs?”*
- *“Is there anything unique you did in 2021 that increased your membership?”*

## On member services

- *“Since the onset of Covid, paid services such as training has been increasingly offered up free of charge. How did this impact the paid offering of your association in terms of quantity and revenues?”*

**[Download the full report here](#)**

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