



MEMBERSHIP BROCHURE 2022/23



SUPPORTED BY GOVERNMENT

TAF – unlocking the potential of Trade Associations



- the only trade association for trade associations in the UK
- 150 members who in turn represent tens of thousands of businesses across the UK
- exists to encourage the sharing of best practice, create learning opportunities and facilitate networking
- promoting the role of trade associations to government, industry and the wider public
- supported by the UK Government business department (BEIS)



Ben Massey

Director of Marketing and Communications, National Association of Jewellers

"We have aspirations to be a 'best in breed' trade association, and TAF is an essential network for us to learn from others how to get there. The TAF network gives you peace of mind that you're doing things right but also gives you strategies and ideas to do things better."



Gaynor Pates

Membership & Business Admin Director, Railway Industry Association

"Belonging to TAF gives us access to a unique community of trade associations with similar challenges to us. Like many associations, old and new, RIA wants to succeed and grow; TAF membership opens up our professional network, enabling us to benefit from the experience of others, to understand where we are now, and to identify future development opportunities."



Richard Lambert

Chief Executive, National Hair & Beauty Federation

"TAF was invaluable to me in my early years as an Association Chief Executive, and has continued to be so. Over the years, it's proved to be a steady source of new ideas and best practice, as well as giving the opportunity to learn from my peers and share my own thoughts with them."

Why join?



TRADE
ASSOCIATION
FORUM

THE ASSOCIATION
OF ASSOCIATIONS

Why join?



Member retention and acquisition

TAF offers a range of services, support and advice to help your association be best in class, delivering real value to members and driving retention



Staff retention and recruitment

We offer events, training, networking and other benefits that you can offer your staff as part of your package, benchmarking to set your remuneration and learning and development opportunities for all staff



Saving money and generating revenue

We have a range of member benefits that offer great deals on services commonly procured by associations, as well as free services and opportunities to generate revenue



Building your network

Networking is a key part of our offer, we help association leaders meet and learn from each other through in-person events and a members-only community where you can ask questions and discuss issues

Member benefits



Best Practice

Access to resources and free events on best practice for TAs, new member-only section of website about to be launched



Events and networking

We run free events for members throughout the year and offer preferential pricing to paid-for events



Benchmarking

Access to sector benchmarking research to help inform approach to how to manage your association (e.g. salary and benefits benchmarking)



Jobs Board

Post your vacancies on the TAF jobs board for free and have them promoted across our social channels.



Exclusive deals and offers

Get access to a range of exclusive offers and services at discounted rates or completely free as part of your membership



Trade association directory

Have a free listing in our trade association directory - a popular resource for people looking for information about sectors



Online community

Mobile app and web forums to build your network, ask questions to your peers and crowdsource information from the UK's only network of trade association professionals



Approved suppliers

Preferential deals with leading suppliers to associations, helping you deliver great services to your members at the best possible prices.

TAF Resource Library



Our member-only resource library has guidance and resources on a huge range of subjects to help you run your association, developing by leading figures from the sector. Material available includes:

Governance

-  Establishing a new trade association
-  What should be in your memoranda and articles of association?
-  TA Governance Part 1 – General Management
-  TA Governance Part 2 – Chair and Chief Executive
-  Code of Best Practice on Governance and Committees
-  Example Board Application Form
-  Governing Body Induction Packs – What to Include
-  Helping a new chair be effective
-  To incorporate or not to incorporate?
-  Companies act and constitutions
-  Competition Law and Trade Associations
-  Trade Associations and Primary Authorities
-  Writing a modern slavery statement - a guide

Membership

-  What to include in a welcome pack
-  New member induction process
-  Membership engagement toolkit
-  Low Cost Member Engagement Strategies
-  TAF Terms and Conditions of Membership

Finance

-  VAT Liability and Trade Associations

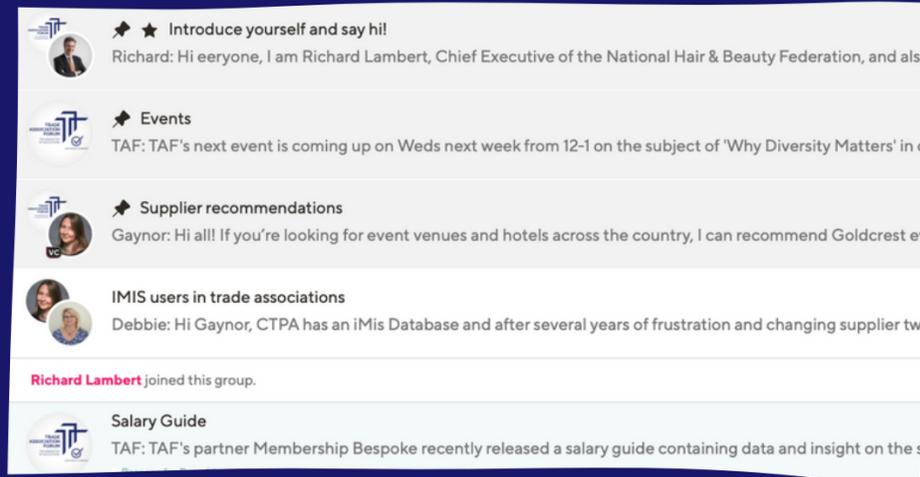


Peer-to-peer networks

TAF helps our members learn from each other, sharing best practice, tips, supplier recommendations and more!

Have you ever wished you could ask how another association approaches their marketing? Or looking for a supplier you know you can trust?

TAF has a range of fora to encourage member-to-member networking and collaboration, from in person and online events, to our online community.



Deals and discounts



As part of your membership, you get access to a range of deals from leading brands who supply to trade associations in the UK such as:



Save £1,000s on key services

Our suite of member benefits are worth thousands of pounds per annum and can offer ways for you to generate new revenue for your association, these include:

- Free emergency HR and health and safety advice line
- Free 12-month access to an employee management system
- Save 20-50% on new tech from Dell
- 50% off online training platform with unlimited access
- 10% discount on training on communications and lobbying
- 75%+ discount on credit checking platform
- Savings on fuel and EV charging with fuel card scheme
- Free communications strategy consultation
- 25% off media and political monitoring
- 15% off recruitment fees with Membership Bespoke
- Free jobs listings on the TAF website

Membership fees

Our fees are kept low so we can offer maximum value to our members. Subscribing gives you access to free services and discounts potentially worth thousands of pounds, preferential pricing on our premium events, so membership pays for itself.

Very small
0 - 9 staff

£ **470**
per annum (ex VAT)

Small
10 - 19 staff

£ **870**
per annum (ex VAT)

Mid-sized
20 - 49 staff

£ **1530**
per annum (ex VAT)

Large
50 staff and over

£ **2125**
per annum (ex VAT)



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