

# Trade Association Forum Membership Benefits

**“The business sectors that individual trade associations represent may be unique but the organisational issues that they face are not.”**

Since its formation in 1997, the Trade Association Forum (TAF) has been encouraging the development and sharing of best practice among UK trade associations and promoting the role of effective trade associations to government, industry and the wider public. This activity is more important than ever before as TAF helps its members to make sure they are in a position to help UK plc survive and thrive in the post Brexit business landscape.

The Trade Association Forum exists to promote the interests of trade associations through networking, best practices and knowledge exchange. TAF's offer is unique to trade associations and is highly valued by both members and stakeholders. Funded by its members, the Forum is an incorporated body operating with guidance from a Board of Directors consisting of trade association representatives.

The key benefits of membership include:

## Networking

TAF offers numerous events for all levels of trade association staff to exchange ideas about the opportunities and threats faced with running a trade association. This benefit is amplified in that the trade associations involved are not in competition so all parties can be open about their challenges without fear of giving away commercial sensitivities. It's the perfect information exchange platform.

## Best Practice

TAF shares best practice through training and industry survey information which is invaluable in running a trade association. Such information is also non-sector specific thus it applies to all membership organisations. From the latest information on customer relationship databases, to membership recruitment and retention, all areas are highly relevant.

## Stakeholder Engagement

TAF has a wealth of stakeholders within the Government and non-government arena and can aid the facilitation of meetings and contacts within these groups. TAF enjoys a close partnership with BEIS Ministers and senior officials from all parts of the Government and Civil Service regularly take part in TAF meetings and events. The Department supports the legitimate interests of the trade association movement across Government.

## Knowledge Hub

The TAF website is an invaluable source of information regarding many aspects of trade association business and is geared specifically to trade bodies. Features include latest news and events as well as a range of relevant information. Also included is the online TAF Directory, which provides additional exposure for TAF members and is utilised by Government and any other interested parties wishing to identify key trade associations in each sector.



The following services support these offers to TAF members:

**TAF Best Practice Awards - An annual celebration and showcase of 'best practice' and innovation from leading trade associations across the United Kingdom.**

**TAF Annual Conference – An event to cover today's issues affecting your organisation.**

**TAF Best Practice Exchange - an opportunity to share experiences and learn from each other in a dynamic and interactive environment, covering all areas of association activity.**

**Chief Executive & Stakeholders luncheons – meet and debate with a Minister, MP or a business leader at an informal luncheon.**

**Training and seminars – providing a forum for staff fully trained within your trade body covering all association activities.**

**TAF Directory – a first call for the government, stakeholders and other leading business organisations.**

**TAF Surveys – take part in and be part of key industry benchmark data.**

**Trade Association Jobs Board – advertise or find a job with this free service.**

**Trade Association Forum approved suppliers and partners – find recommended and experienced suppliers to work with your organisation.**

**“Any trade association that is not a member of TAF is quite simply missing-out!”**

*Chris Buxton, Chief Executive, British Fluid Power Association*

For further information on how to join the TAF, visit the TAF website and see first-hand how your trade body can benefit from these key membership benefits or contact the office on Tel: 020 3869 8650 to find out more.

