

# **WBA – opportunities to increase membership engagement**

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Born in 2012 at the 30th IBSC Conference (Stavanger, Norway).

New board was elected at the 2018 Conference (Varsaw, Poland).

Activities made public since 2012:

- 4 face-to-face conferences
- 1 virtual conference
- 2 webinars
- Regional meetings
- 2 Training seminars

As per Statutes, member rights are (art. 8):

- To express their opinion in public and to vote during assemblies or via electronic means.
- To be nominated and elected to the Board of Directors.
- To be elected/appointed as auditor of the financial report.
- To enjoy benefits offered by WBA.



At the General Assembly (art. 10), present members:

- Approve the financial report.
- Elect new Board members (may be completed electronically prior to General Assembly).
- Approve new membership requests



But still some questions remain, on a member level:

- How to become a member? How to resign?
- What are the benefits WBA offer to members?
- How can a member be appointed for a Board position?
- How long a member can stay at the Board?

And at the WBA level:

- What are the WBA's goals?
- How does the WBA achieve its goals
- How annual plan and activities (global and regional committees) are communicated to membership?
- How financial reports are made available to members?



Some ideas to increase membership engagement:

- Review WBA mission?
- Continue the process of Statutes improvement.
- Hold participative General Assemblies.
- Regular communicates of activities from Board to members.
- Facilitate information exchange between members (through regional committees?).
- Developing guidance documents for people involved in the industry.

