

REPORT

FIG TASK FORCE ON CORPORATE MEMBERS

BACKGROUND

The FIG Task Force on Corporate Members was established with the focus ***“to increase in number of FIG Corporate Members while providing better communication with FIG Council and interaction between the wider FIG organization and ultimately member associations.”***

With the aim of the task force being:

- Solicit input of current FIG Corporate Members to explore how they can participate more fully in the FIG Community
- Discuss with them what is important in their relationship in FIG
- Explore comprehensive benefit package for FIG Corporate Members
- Increase the number of FIG Corporate Members

ACTIVITIES

In 2016, two Internet surveys using Survey Monkey were sent- one to current FIG Corporate Members and the second to potential members. Three follow-up email reminders with the survey questions were also sent. Unfortunately, there were few responses. With the corporate members four (of 23- 17%) responded. With the potential member survey six (of 18- 33%) replied.

This was followed up by another Internet survey in 2017 using Survey Monkey to an expanded list of potential members.

Key questions in the corporate member questionnaire included:

- Which FIG Corporate Member benefits do you use?

RESPONSES: Potential to network and communicate with surveying professionals from around the world; directly connected to surveyors worldwide as an FIG partner; using FIG Corporate Member logo to identify as FIG partner and enhance recognition in the surveying profession; participating in FIG technical commissions.

- What benefit(s) would you like to have and how would you like to better participate as an FIG Corporate Member?

RESPONSES: A more close co-operation with the Young Surveyors group; displaying information about my company at WW's where we are unable to attend; access to member lists of FIG; opportunity to provide input/recommendations for future conference sites and themes; special equipment calibration partnerships.

- What role does/should FIG perform in the global surveying community?

RESPONSES: The leader in communicating new standards, technology, education to surveyors in the world; Bringing surveyors around the world together; supporting recruiting surveyors; creating global recognition day for surveyors and providing toolkit for associations, vendors and surveyors to use to publicise it.

- Do you attend and participate in FIG Working Weeks/Congresses?

RESPONSES: Yes; when I am able; no; yes.

- Are you interested in participating in a task force of FIG Corporate Members?

RESPONSES: Yes; yes; yes; yes, when time permits.

Key questions in the potential member questionnaire included:

First Internet Survey (2016)

- Have you heard of FIG (International Federation of Surveyors)?

RESPONSES: Yes- 5 (83%) No- 1 (17%)

- If you heard of FIG do you what it is and what it does?

RESPONSES: Yes; 3 (50%) No- 3 (50%).

- Have you been contacted about becoming an FIG Corporate Member?

RESPONSES: Yes- 1 (17%) No 5 (83%).

- Would you like to receive more information about FIG and discuss becoming an FIG partner as an FIG Corporate Member?

RESPONSES: Yes- 4 (67%) No 2 (33%).

Second Internet Survey (2017)

- Have you heard of FIG (International Federation of Surveyors)?

RESPONSES: Yes- 11 (69%) No- 5 (31%)

- If you heard of FIG do you what it is and what it does?

RESPONSES: Yes; 6 (38%) No- 10 (62%).

- Have you been contacted about becoming an FIG Corporate Member?

RESPONSES: Yes- 3 (19%) No 13 (81%).

- Would you like to receive more information about FIG and discuss becoming an FIG partner as an FIG Corporate Member?

RESPONSES: Yes- 10 (63%) No 6 (37%).

Because of the surveys the task force decided to first study the relationship of the current FIG Corporate Members by exploring ways to increase communication between FIG Corporate Members and FIG Council as well as between the Corporate Members and the FIG Community being followed by ways to grow the number of FIG Corporate Members.

Numerous discussions were held with current FIG Corporate Members as well as potential members in different venues, face-to-face and via email correspondence.

RECOMMENDATIONS FOR IMPLEMENTATION

Recommendations for Current FIG Corporate Members:

- That continued efforts be made to solicit feedback from current FIG Corporate Members (CM)- at FIG events (during FIG CM meetings, individually with CM representatives and at events (example: Intergeo) where CM are present.
- Establish FIG Corporate Member Advisory Committee composed of key executive level (CEO, President, Vice President) members which will work directly under the auspices of the FIG Council to communicate and provide assistance and input under the direction of the council.
- Review CM benefits.
- Encourage CM to actively use the FIG logo on their websites, literature, and advertisements to publicize partnership with FIG which will aid in increasing visibility of FIG.
- Encourage CM and technical commissions to increase engagement with each other.
- Ask corporate members to contact their corporate partners to encourage them to become FIG Corporate Members.
- Invite FIG Platinum CM to attend the FIG Director Generals Forum and Presidents' Meeting.

Recommendations for recruiting new FIG Corporate Members:

- Increase visibility of who and what FIG is and the benefits of joining the Community by continued use of article columns in *GIM* and expanding to other geospatial publications.
- Create recruitment literature emphasizing opportunities to network with THE key decision makers at the national and global level and include testimonials from current CM.
- Include FIG CM recruitment advertising in Working Week/Congress exhibition and sponsor materials.
- Add-on option for non-CM exhibitors to join as part of their application process for exhibition space.
- Solicit support from FIG Member Associations to find and attract potential CM.
- Ask corporate members to contact their corporate partners to encourage them to become FIG Corporate Members.

OUTPUT

FIG Platinum Corporate Members have been and are now successfully attending the FIG Director Generals Forum and Presidents' Meeting as observers.

The task force encourages this and the other recommendations to be fully implemented as soon as possible.

Respectively submitted

Task Force members:

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