



WOMMA
Benefits
Overview

**IT PAYS TO BE A
WOMMA MEMBER**



WOMMA
word of mouth marketing association

WOMMA Benefits Overview

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Membership in WOMMA will help you become a better word of mouth and social media marketer. You'll have access to the latest knowledge, research, and training on WOM (often before it's released to the public). Your membership will help introduce you to partners, clients, and experts who can provide advice, insight, and potential new business.

Not only that, but WOMMA advocates for the WOM industry. We've developed relationships with the Federal Trade Commission to ensure WOMMA has a seat at the table when discussing regulations for our industry. WOMMA has been touted as a leader in ethics education and we'll continue to strive to represent the interest of our members and the protection of consumers in our space.

WE WILL SPREAD THE WORD ABOUT YOU

An important part of our mission is to promote your best work.

Help us spread the word far and wide about the innovative things your company is doing in word of mouth and social media marketing. Share your stories, case studies, research, and links — and we'll make sure the world knows about it.

As a member, we will promote your company's work:

- Promote your best work, white papers, and research in the WOMMA Word and in the Member Center
- Get listed in the Buyers Guide, the premiere vendor referral of WOM.
- Member Directory listing on WOMMA's Web site.
- Send us links to your blog so we can add them to our news feeds. We'd love to cover your story.
- Host a WOM Wednesday Webinar: Publicize WOM; Expose your company to the WOMMA world.
- Submit your current, best-of, WOM case studies so we can brag about you on our Web site.
- WOMMA Wine Wednesdays - Member companies have the opportunity to showcase their offices to local colleagues and potential clients by hosting a Wine Wednesday in your city.

Governing Member Benefits

Governing membership is more than just a checklist of items you can value with the annual membership fee. Governing members of WOMMA are leaders in the WOM industry and enthusiasts of WOMMA. Receiving both intangible benefits as well as tangible benefits, governing members can rest assured, your company will be seen as a leader in the WOM industry. Some of those benefits include:

RECOGNITION

WOMMA wants to talk about its members all the time. We especially love talking about and highlighting our Governing members. Highlights include:

- Being listed first on WOMMA's online Member Directory
- Being highlighted in WOMMA's Annual Report
- Featured in WOMMA conferences' program books and general session room banners

POSITIONING

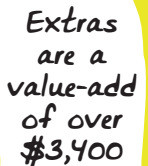
- First right of refusal to serve as chair of any appropriate Councils or Task Forces
- Selected for WOMMA membership and industry surveys
- Identified first for speaking opportunities across the country



A \$2000
value annually

EXTRAS

- Be a guest columnist in the WOMMA Word, our daily newsletter
- 1/2 off one full-priced conference registration for WOMMA annual conferences
- Free quarterly listings in the WOMMA Career Center & 25% off each additional listing
- Featured listing in the WOMMA Buyers Guide
- First look at in-demand market research before it's published, such as the PQ Media/WOMMA report about the revenue projection of our industry.
- Extended deadlines to submit to WOMMA conferences' call for speakers and WOMMY Awards
- "5 minutes with . . ." - in depth, one-on-one interview about your company, featured in the WOMMA Word.



Extras
are a
value-add
of over
\$3,400

In addition to the benefits listed here, Governing members also receive all of the benefits and features listed below for Standard and Small Business Members.

Who should be a Governing member of WOMMA? Companies who want to be recognized as leaders in the WOM and social media marketing industry and who are innovators in the space.

Participating in WOMMA will introduce you to the partners, clients, and experts who will help you succeed.

Standard & Small-Business Member Benefits

KNOWLEDGE

Master the art of strategic word of mouth and social media marketing. WOMMA members have access to the latest knowledge and training on the topic.

- **Discounted Research:** WOMMA has produced four measurement books over the past four years and they are available in the WOMMA store at a 25% discount. Plus, if you want to purchase them for your clients, we'll work with you to get a great price based on the quantity of your order. You don't want to miss the Metrics Guidebook, released November 2009 or WOM Works published January 2010. Great for client gifts.
- **Resource Library:** Members-only access to an archive of hard-to-find white papers, case studies, and more. We are constantly searching for new material for our extensive members-only archive, in the Member Center Unlimited, full-time staff at your company can have access to the Member Center.
- **Market Research:** Members-only first look at in-demand market research before it's published, such as the PQ Media/WOMMA report about the revenue projection of our industry.
- **Member Opportunities Newsletter:** Free e-mail newsletter where we first announce WOMMA members-only opportunities.
- **Webinars:** Access to the industry's best subject matter experts via webinars held virtually every week of the year. If you can't attend a scheduled webinar, the content is archived in the Member Center.
- **Teleconferences:** Private, members-only, in-depth discussions about major WOM topics, including FTC and FDA guidelines held via conference call.
- **Brands Council:** Although participating in the Brands Council is limited to brand and non-profit members, industry partner members can participate in two ways. First, Brands Council webinars are recorded and archived in the Member Center for your use. Second, your brand or non-profit clients can take advantage of your membership by participating in the Brands Council webinars, Jam Session teleconferences, and brands-only events at WOMMA conferences.
- **Regulatory Developments and Enforcement Trends:** WOMMA is committed to keeping you current. Knowing what's on the regulatory radar helps you minimize risk and maximize opportunity.
- **Strategies for Legal Compliance:** WOMMA equips you with practical legal knowledge and know-how through live events, webinars, web alerts, and our legal blog, "DiResta-The-Law," authored Tony DiResta, General Counsel to WOMMA and partner in the law firm of Manatt, Phelps & Phillips.
- **WOM-COMM Certificate Program:** A great program for your junior staff, they'll learn the basics of WOM and social media in a short set of webinars and quizzes. Member registrations are significantly discounted and group rates are available.

Worth
\$1,000
per year
for each
member
of your
staff

A
\$1,400
value

WOMMA wants to talk about its members all the time.

NETWORKING

Participating in WOMMA will introduce you to the partners, clients, and experts who will help you succeed. You will work side-by-side with the smartest people in the business as we explore and innovate – and you will develop deep, quality relationships.

- **WOMMA Wine Wednesdays:** Member companies have the opportunity to showcase their offices to local colleagues and potential clients by hosting a Wine Wednesday in your city.
- **Referral service:** Use WOMMA to meet your next client, partner, or vendor. Our staff will make personal introductions to those key contacts that you need to know.
- **Academic introductions:** Connect with the leading researchers in academia, many of whom sit on our Academic Advisory Board.
- **Career Center:** Find your next key hire – or your next great job – on the WOMMA job board. Members advertise openings at a deep discount.
- **WOMMA Groups:** Participate in WOMMA Groups – a members-only opportunity – and have a direct impact on the future of this industry.

PROMOTION

We put our members first in line for frequent promotional and media opportunities. Your WOMMA membership is an important credential for attracting new business.

- **Credentials:** Carry the WOMMA logo on your web site and use our approved material in your sales presentations. WOMMA membership is an important credential for attracting new business.
- **Buyers Guide:** All WOMMA members get a free basic listing in the Buyers Guide, a definitive online directory of WOM service providers.
- **Publishing opportunities:** Send us your white papers, articles, and speeches. We'll publish them on our WOM Library a central resource of WOM knowledge read by key audiences across the globe.
- **WOM Webinars:** Be a subject matter expert in word of mouth marketing and social media by presenting a WOM webinar with WOMMA. Free for members to present, get in front of a large audience, and be promoted by WOMMA.
- **Speakers Bureau:** Members receive first priority for speaking at our sold-out conferences in addition to invitations to serve on panels at other non-WOMMA events. We work to get the best gigs for our members.

DISCOUNTS & FREEBIES

- **WOMMA Events:** Members always receive substantial discounts on registration fees at WOMMA events.
- **WOMMA Publications:** Members always receive substantial discounts – and often free copies – of publications and recordings produced by WOMMA.
- **WOMMY Awards:** Submitting your case studies to the newly reorganized WOMMY Awards is significantly discounted because of your membership.

Brand and Non-Profit Members

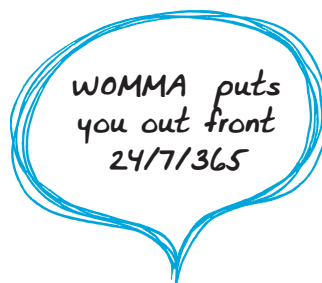
In addition to all of the great benefits listed above, members companies that are brand or non-profit organizations, also get to participate in the Brands Council. The Brands Council is a community that has been created for brands, by brands and WOMMA provides a safe place for you to discuss the special circumstances you face in your companies every day and with your WOM and social media marketing programs. The Brands Council also provides:

Webinars: Held monthly, Brands Council webinars feature other brands and their successes with implementing WOM into their marketing mix as well as authors and pertinent service providers our brand and non-profit members can learn from. These webinars are recorded and archived in the WOMMA Member Center.

Jam Sessions: Brands Council Jam Sessions are held once a month and are teleconferences where brand members come together to discuss granular topics. This is a participatory call and ideas, concerns, and problems are shared and solutions provided. These calls are not recorded and all participants receive a list of registered companies prior to the call so you know the company you're in.

Discussion Zone: Although the Jam Session calls aren't recorded, we do encourage our Brands Council members to continue the conversation with each other in the Discussion Zone – a private social network community in the Member Center. Access to the community is monitored by WOMMA staff so brand members know the conversation is kept brand to brand.

Brands-only MeetUps: The WOMMA Brands Council also holds face-to-face brands only MeetUps at it's two annual conferences each year. Here, brands and non-profits have a chance to engage one another as well as hear from industry experts about successful WOM or social media marketing programs. Attendees have the opportunity to ask questions of big name brands about their programs. Past MeetUp speakers included Walmart, SOCAP and Groupon.



An important part of our mission is to promote your best work.

Get More From Your Membership By Getting Involved

Your membership gives you access to a wealth of information, research, and knowledge. But there are some things that you simply can't get from a report or a blog.

You'll get the most out of the WOMMA experience when you get active and involved.

Remember that first rush of excitement you felt when you realized that you could do great things in marketing? Active participation in WOMMA will continue to feed your energy, enthusiasm, and creativity.

You now have a direct say in the development of the future of word of mouth marketing. In a few years, when we look back and say "Remember when we were inventing this? Remember when we built a new kind of marketing from the ground up?"

You'll answer, "I was there, and I helped make it happen."

Even better, you will work with some of the most original and interesting people in the world of marketing – people who see what you see in the potential and promise of this amazing new field.

WOMMA members are smart, talented, and creative. They're ready to roll up their sleeves and create resources for everyone's mutual benefit. We have accomplished great things together and the future gets even better with each passing day.

The effort you put into growing the organization will be repaid many times over by the experiences and relationships that you get out of it.

WOMMA Groups Overview

Groups are the central vehicles for member action within WOMMA. Some Groups address high-level, mission-critical areas vital to the future of the industry. Other Groups are knowledge-sharing forums for marketers interested in niche topics in WOM.

Like a gathering around a virtual water cooler, members use our Group conference calls, blogs, and discussion lists to talk openly about issues that affect their business and share insights with the rest of the community.

Most Groups are led by member co-chairs and supported by the staff, but the ultimate value of these groups is derived from the ideas and energy contributed by the participating members.

Your membership gives you access to a wealth of information, research, and knowledge...and more!

Contact

Call us, email us, Twitter us, Facebook us, LinkedIn us. We're here for you. Have a document you need? Ask us. Have a suggestion for the WOMMA Ethics Code? Let us know. Have a suggestion for a new membership service? Tell us. WOMMA is an association of dedicated members and we're growing because of member participation.

- 312.853.4400
- membership@womma.org

