

Results from Meyler Campbell market research questionnaire February 2018

We asked you to tell us which membership benefits would be of most value to you and the results are ranked on the table below with the most popular being ranked 1 and the least popular ranked 13. We have also shown you the percentage who chose each benefit as their second or third choice.

Example: out of all of you who chose Meyler Campbell Accreditation in your top 3, 44.19% ranked it 1st; 32.56% ranked it 2nd; and 23.26% ranked it 3rd.

Membership Scheme Benefits	1st Choice	2nd Choice	3rd Choice
1. Meyler Campbell Accreditation Scheme	44.19%	32.56%	23.26%
2. Institute of Coaching Membership (IOC)	27.50%	45.00%	27.50%
3. Group Supervision	34.21%	39.47%	26.32%
4. Curated content on new thinking and developments in our own and associated fields	29.41%	20.59%	50.00%
5. Networking events	32.35%	41.18%	26.47%
6. Early access to CPD	23.81%	47.62%	28.57%
7. Members only CPD events	40.00%	30.00%	30.00%
8. Meyler Campbell dedicated Members pages and communication forum on our website	57.89%	5.25%	36.84%
9. Discounted professional indemnity insurance	27.78%	33.33%	38.89%
10. Private dinners	25.00%	25.00%	50.00%
11. Special rates from preferred suppliers e.g. web design/ accountancy/ branding	25.00%	25.00%	50.00%
12. Discounted subscriptions	14.29%	42.86%	42.86%
13. Virtual Book club	28.57%	28.57%	42.86%