

## 2015 Membership Programme

### Frequently Asked Questions



#### **Q: Why did we choose The Forum for the name of the over-arching community?**

A: Because it brings together all the different Forums. The name represents the values that we stand for – everything you've come to know and value about the PPF. Together we can make the difference. The same team and the same values will continue to underpin everything we do.

#### **Q: Why have you separated out the membership programmes for each Forum?**

A: To create focus for many specialist teams, with new Conferences, Challenges and Individual Awards. The National Seminar has grown, to become a conference in its own right. By creating three distinct conferences and challenges, we can create the space and time for all the individuals and teams to have agendas that meet their specialist needs. Our world-class professionalism programmes will become available to them all, building on the remarkable and established success of the initial Planning community.

#### **Q: Why do we need to bring together the Forums?**

A: To cross-fertilise ideas. As customer contact channels and behaviours change, functional teams increasingly need to interact together as well as with numerous, broader business areas. Key Forum events, such as our annual Customer Strategy and Planning Conference and the Innovation Awards, will still draw all the Professional Forums together.

#### **Q: How does this affect my membership?**

A: It provides more opportunity to engage with our materials and programmes across all the different specialist support functions in the business. Rather than be limited by a specific package, you can budget for all the programmes that meet your specific business needs, to develop the capability of each professional support function, raise standards and drive improvements to deliver your business imperatives.

#### **Q: What will it cost?**

A: The cost will depend on what you choose to prioritise. Speak to your relationship manager or one of the member support team and we can arrange a time to discuss this with you to design the programme that delivers maximum value for your business. We are not expecting everyone everything at once, but to focus on what helps the professional support teams add most value to their own business. We can support you in creating this programme, by investing time to understand your business imperatives and drivers.

#### **Q: We're a large organisation, how can we send people to every event?**

A: If you are a larger organisation, the new approach makes it easier when you want to be involved in all the Forums. The conferences and challenges run on different dates, so you don't

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have to send everybody on the same day. Another key benefit is that there is more space in the agenda for niche or specialist topics that we simply haven't been able to fit into existing programmes. Where appropriate, involvement in each professional community can be funded across various departmental budgets. Conversely, where all the functions form part of a single integrated support team, involvement can be prioritised according to business need.

**Q: We're a small organisation and we can only afford certain days out of the office**

A: If you are a small operation with a cross-functional team, you don't have to prioritise each challenge or conference every year. There will still be plenty of opportunities to cross fertilise – most especially at our April Conference in Newcastle, Best Practice Site Visits and networking events. Growing use of a virtual learning environment will also make it easier to get involved without leaving the office at all. Pick this up with your Relationship Manager if you want to discuss more.

**Q: Has the company name or website address changed?**

A: Not yet. We have plans to re-develop our website, as part of our wider virtual learning environment and this will involve clearer online portals for all the communities and programmes. As part of this journey, you may also see some new email addresses. The company name does not need to change in order to create operating divisions, logos or community identities. At a later point the formal name of the company may be modified to reflect the use of The Forum for the over-arching community.

**Q: What is the Customer Strategy & Leadership Forum? I can't see the programme for this.**

A: The 2015 programme for this Forum will be announced later this year, developing the work of our Strategy Network during 2014 and creating opportunities for business leaders at all levels to engage with our network and best practice resources. Customer Strategy & Planning 2015 in the Newcastle Marriot on April 27-28 2015 is one event to put in the diary now.

**Q: I can see some great opportunities. How do I get involved?**

A: If you identified the desire to be involved in a specific area, as part of your personal response form at the National Seminar, we will be in touch in the next few weeks. For Professional Accreditation please sign up directly using the website links on the Fliers and webpages. Sign up for the 2015 Challenge will commence in November or December; you will receive details of this in your regular Forum newsletter. For all other programmes, or if you don't hear from us, check the webpages or email direct to [advice@planigforum.co.uk](mailto:advice@planigforum.co.uk).

**If you have any other questions please don't hesitate to call us on 0333 123 5960 or email us at [advice@planningforum.co.uk](mailto:advice@planningforum.co.uk)**

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