

client SUMMIT



Lens 3: Experience Where it Actually Happens

Experience in Context

Mark Eichler
Chief Product Officer

Experience where it Actually Happens

Experience in Context

Purpose: To help leaders understand how experience is increasing delivered beyond portals and desktop assumptions – through app-based engagement, community and real-world interactions where value is realised.

This session focuses on how organisations can meet people in context – creating more relevant, connected and continuous experiences that reflect how audiences engage.



Mark Eichler
Chief Product Officer

Experience where it Actually Happens



- Consider the current pace of change
- Get excited about a CRM
- Question the *existence* of authenticity
- Locate your members
- Initiate prioritisation

Experience where it Actually Happens



- Consider the current pace of change

Experience where it Actually Happens

- Consider the current pace of change



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➤ Consider the current pace of change



2016 to 2026: escalating & accelerating change

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➤ Consider the current pace of change



2016 to 2026: escalating & accelerating change
its all going too fast!

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➤ Consider the current pace of change

2016 to 2026: let's compare

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➤ Consider the current pace of change

2016 to 2026: so fast, we need ambassadors

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➤ Consider the current pace of change

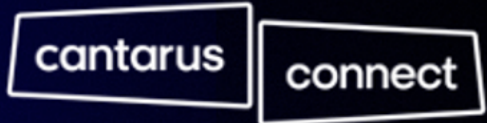
2016 to 2026: so fast, we need ambassadors



2016

2026

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➤ Consider the current pace of change

2016 to 2026: so fast, we need ambassadors



2016



2026

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➤ Consider the current pace of change



Search & Discovery
Personalisation
Community & Connection
Mobile
CRM & Data



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➤ Consider the current pace of change



2016: Personalisation

Personalisation means putting a member's name in an email. Ambitious organisations talk about "tailored journeys" but rarely deliver them.

Organisations and vendors use the word "personalisation" where they mean "segmentation."



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➤ Consider the current pace of change



2026: Personalisation

Behavioural data, connected systems, and AI facilitate genuine, timely personalisation — content, connections, CPD recommendations and interventions driven by where each member actually is in their professional life, looking at their past journeys, and anticipating where they will find value.

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➤ Consider the current pace of change



2016: Community and Professional Connection

LinkedIn is the default professional network. Forum software is evolving but limited. Community is an aspiration rather than software.



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➤ Consider the current pace of change



2026: Community and Professional Connection

Owned community platforms are a strategic necessity — not just for engagement but for values, governance and data. The platforms that previously filled the gap are visibly compromised.

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➤ Consider the current pace of change



2016: Mobile

Mobile means a responsive website — Bootstrap!

Conference throwaway apps and CPD loggers offer disposable experiences in yet another unconnected silo.



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➤ Consider the current pace of change

2026: Mobile

In many industries, the phone is the primary professional device. The app is the interface to the entire member relationship — content, community, transactions, notifications, career tools. Useful, meaningful app notifications.

The membership app is a continuous presence rather than occasional utility.



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➤ Consider the current pace of change



2016: CRM & Data

CRM is the membership database with a clunky front end and a member interface that is... challenging. It stores records, processes renewals, produces reports.

The website, community, app and publications sit alongside it — rich integrations are only for the rich.



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2026: CRM & Data

Connected data across the entire estate is the foundation for modern experiences. AI leverages the data to personalise journeys across web, app, and other platforms. The membership body's marketing reflects knowing the member and sees what is working.

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➤ Consider the current pace of change



2016: Search & Discovery

Members semi-happily navigate menus, sitemaps and content categories to find what they need. SEO drives public discovery.

The website is the central destination, while other platforms fight for member mindshare. Federated search, yeah right.



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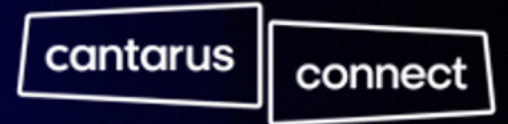


2026: Search & Discovery

AI sits above search results, summarising your content before anyone arrives, delivering those summaries without a visit.

Inside the estate, natural language search replaces navigation. Members ask, the system answers — with a narrative summary, with comprehensive search results, or both.

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➤ Consider the current pace of change



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While we might want to go back to 2016, we can't.

The roles your platforms play have changed.

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I was talking to my new best friend the other day...

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➤ Consider the current pace of change

I was talking to my new best friend the other day...



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➤ Consider the current pace of change

I'm wondering how many structural engineers work in the uk.

M

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➤ Consider the current pace of change

I'm wondering how many structural engineers work in the uk. M

Claude Sonnet 4.6

- 🌐 Web Search >
- 🌐 Search Results >

There's an important distinction to make here between **structural engineering firms** and **individual structural engineers**:

- **~2,461 structural engineering businesses** are registered in the UK (as of early 2026), with ~1,894 in England alone, according to [ByteScaper](#).
- For **individual engineers**, the broader category of **civil engineers** (which includes structural engineers) numbers around **96,600** in the UK as of mid-2024, per [Statista](#).

Structural engineers are a subset of civil engineers, so the actual number of individuals specifically working as structural engineers in the UK is likely in the range of **tens of thousands**, though a precise standalone figure isn't publicly available without a paid data source.

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I'm wondering how many structural engineers work in the uk. M

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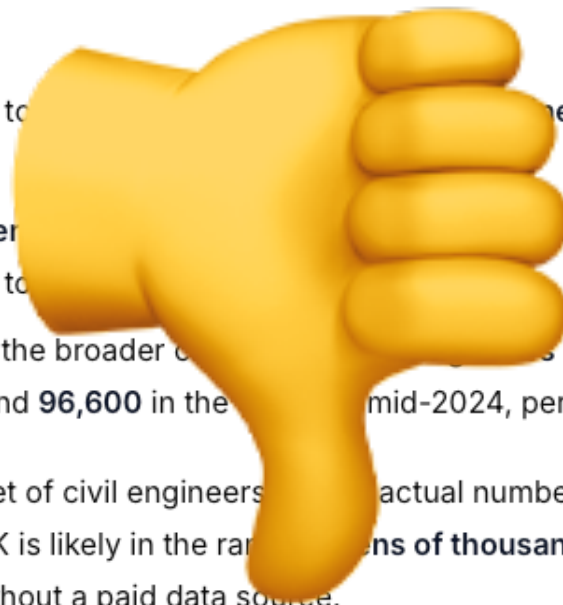
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➤ Consider the current pace of change

can't you look at a better more definitive source for structural engineers only?



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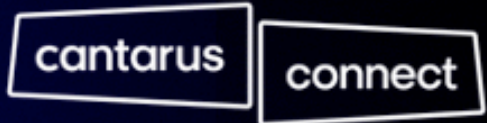
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The most authoritative source for this is the [Institution of Structural Engineers \(IStructE\)](#) — the UK's professional body specifically for structural engineers. According to [Wikipedia](#), IStructE currently has around **30,000 members worldwide** across 112 countries.

However, that's a global figure. Since the UK is the home base, a significant proportion will be UK-based, but not all. IStructE itself describes being the "**world's largest membership organisation dedicated to structural engineering**", so this is the definitive professional benchmark.

For a purely UK-specific number of practising structural engineers, no single freely available government or professional body source publishes that breakdown — the ONS groups them under civil engineers (~96,600 in the UK). The IStructE's 30,000 global members is the best proxy specifically for the structural engineering profession, with perhaps **15,000–20,000 of those estimated to be UK-based**, though IStructE hasn't publicly broken that down in freely accessible data.

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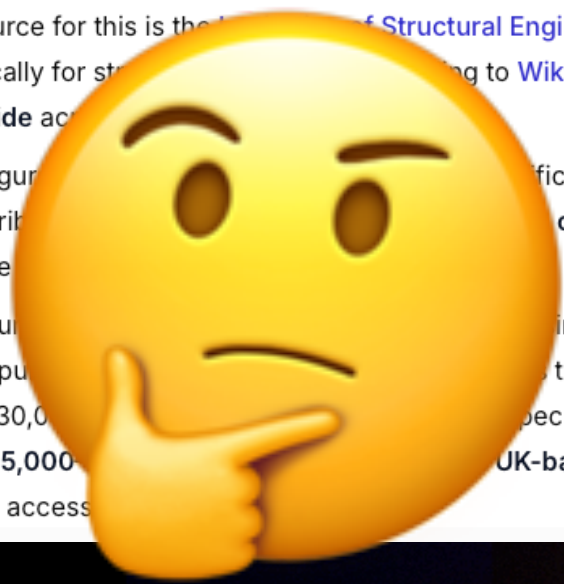
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➤ Consider the current pace of change

1) What Amazon did to the High Street AI based search may be doing to your digital estates now.

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➤ Consider the current pace of change

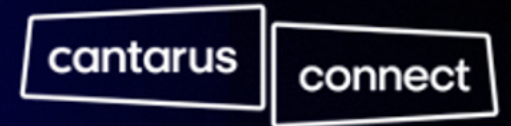
1) What Amazon did to the High Street AI based search may be doing to your digital estates now.

2) Broadly, true personalisation is the new new thing; soon you might not own it even for your members.

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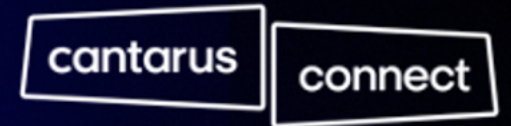
We've been here before...



	Smartphones	AI Personal Assistants
General population 50% mark	~2013	Projected ~2029-2031
Professional/exec early majority	~2011-2012	Now — 2025-2026
"It's mainstream, full stop"	2016-2017	~2032-2035
Your members' position	Early adopters by 2012	Early adopters right now

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➤ Consider the current pace of change



We've been here before...

2007 — iPhone launch

2008 — Android launch

2011 — Siri launches

2012 — Google Now

2013 — General population 50% smartphone mark (also "Her" released - watch it again!)

2014 — Cortana

2015 — Alexa

2016 — Smartphones "mainstream" 85% adoption

2020 — GPT-3 released

2022 — ChatGPT launch to end users

2024 — MCP standard promulgated

2025–2026 — Professionals/exec adopting AI assistants/agents (*your members: right now*)

2029–2031 — General population 50% AI assistant mark (*projected*)

2032–2035 — AI assistants "mainstream, full stop" (*projected*)

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➤ Consider the current pace of change

Here's what is front of mind now

- AI-ready content and search
- Connecting data across the full estate
- The connectable future; MCP, structured APIs, member identity
- Beautiful, dynamic, useful digital experiences
- Facilitating your owned spaces for real human connection; the table only you can set for your members

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➤ Get excited about a CRM

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Have you taken on a CRM reboot
project in the last 10 years?

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➤ Get excited about a CRM



Have you taken on a CRM reboot
project in the last 10 years?

Did your last CRM project...

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➤ Get excited about a CRM



Have you taken on a CRM reboot project in the last 10 years?

Did your last CRM project... suck?

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➤ Get excited about a CRM



Have you taken on a CRM reboot project in the last 10 years?

Did your last CRM project... suck?

It might have sucked for us (old-school Cantarus) just as much!

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➤ Get excited about a CRM



A Creative agency *with someone else's* CRM

- Transactional requirements routinely incomplete or changing – scope creep before we write any code
- The features that made the difference were always the first to go
- We'd design the personalised journey. The data/API couldn't support it.
- Integration work became the project – there little left for the experience
- Timelines stretched. Scope shrank. Our best ideas never made it out of discovery.
- We were accountable for the outcome of a system we didn't control
- We got tired of apologising for things that weren't our fault – and tired of watching our clients settle for less



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➤ Get excited about a CRM



A Creative + CRM agency

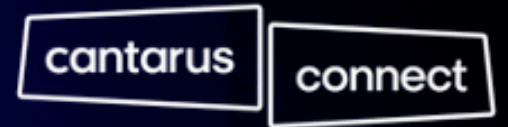


- Transactional requirements routinely incomplete or requiring change orders, eating budget and time
- Data quality becomes our problem to solve together, not yours to explain
- We design the journey and build the system that delivers it — no gap between ambition and execution
- One budget conversation. One team accountable for the outcome.
- The features that used to die in the cuts? They ship now.
- We know where projects go wrong — because we were the rescue squad time and time again

client **26**
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➤ Get excited about a CRM



Case in point: IIRSM Community

- **Immediate data:** Real time data integration with the community, changes in CRM reported immediately
- **Data entry everywhere:** change the data in CRM, in a mentoring sign-up page, in the community itself: it all just works
- **Data back to CRM:** 2-way integration – if you agree to terms we write that back to the CRM so we can demonstrate community value for renewals
- **2-way integration:** Multiple CRM – stored values passed for mentoring meeting the client's specific needs for mentoring expertise, mentoring status, etc.
- **Support & delivery simplified**– when we own both sides of the kit we can make the changes and test



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➤ Question the existence of Authenticity

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➤ Question the existence of Authenticity

Online Community

- Your members don't just want information — they want each other
- AI can't tell you what a peer learned the hard way last Tuesday.
- So many public social platforms are now compromised, commercialised, or untrustworthy — the case for owned community has never been stronger
- Human peer connection is the one thing AI cannot replicate or replace
- Your community is also your data — conversations, signals, expertise that belongs to you, not LinkedIn, not Meta, not X.
- An owned community is behind the moat. It's the part of your member relationship that Google can't index and ChatGPT can't summarise away
- Members who connect with peers renew.

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➤ Question the existence of Authenticity

Is it real or is it AI?

Congratulations on your success at the interview. You have thoroughly deserved it for all of the effort that you put into your preparation for the interview. You have been an absolute pleasure to mentor with your passion for the industry always to the fore. Good luck for your future.

Your journey is a testament to resilience and adaptability, showcasing significant growth and success. Looking ahead, consider leveraging your unique skills and experiences to explore new markets. Strengthen your personal brand through thought leadership and strategic networking. Opportunities abound for those who remain curious and proactive. Keep inspiring others.

One of these examples is from a real online community, the other is typical of LinkedIn responses of more than 10 words.

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➤ Locate your members

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➤ *Locate your members*



Stat	Source	Year
88% of mobile time spent in apps (not browsers)	eMarketer / DataReportal	2025
US adults: 4h 39m/day on mobile vs 2h 20m on desktop	eMarketer forecast	2025
58.3% of global web traffic is mobile	StatCounter	Jan–Jul 2025
Average user has 80 apps, uses 9 daily	DataReportal / Data.ai	2024

We found your members...

Experience where it Actually Happens

➤ *Locate your members*



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We found your members...

they are on their phone

Experience where it Actually Happens



➤ Locate your members



We found your members...

they are on their phone

Experience where it Actually Happens



➤ Locate your members

- **88% of mobile time is in apps** — an app is the default choice for younger members
- **Deep personalisation from the moment they open it** — role, interests, and behaviour
- **Community that lives in the journey** — posts, replies, and discussions integrated, not siloed
- **Push notifications that land** — renewals, event alerts, and community not buried in email
- **Natural language search** — members can ask questions, not just type keywords
- **Persisting login removes the biggest friction point** — keeps them in and engaged
- **Interactions identity-linked** — richer data, smarter personalisation, better insight for your team

An app sets the stage for AI personal assistants. A member's assistant will need to check CPD, book an event, or find a resource. An API-powered app gives members the control panel: what their assistant can see, what it can do, when it needs to ask, and how access is switched off. A well-designed app adds stronger security controls through extended session length, biometrics and device trust to push-based approvals.

Experience where it Actually Happens




➤ Initiate prioritisation


Experience where it Actually Happens


➤ Initiate prioritisation



Consider these super easy next steps...

 **AI Audit:** Type your three most important member questions into ChatGPT. Is your organisation in the answers?

 **Data Map:** List every system holding member data. Draw a line between any two that share data in real time. Count the gaps.

 **Ask 10 members:** "What would make you open our app every week?" Post it in your community. The answers may surprise you.



We continue the partnership

Please book a meeting with me...



Mark Eichler
CPO



let's continue the conversation

Please book a meeting with me...

Mark Eichler
CPOld



ideally before I look like this 😊

client 
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Thank You

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Dive Deeper

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