



ASSOCIATION WEB TRENDS 2020

4 Ways Virginia Bankers Association's website transformed their member experience.

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- Helps associations across the country create value and meaningful user experiences.
- Can often be found deep in user research, testing, designing, & writing about the web 🧐



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- Bankers association communications expert and all-around rockstar. 🕶️🎸



WHAT WE'LL COVER TODAY

1. What makes an association website different?
2. Where things are going in 2020.
3. Best practices to deliver on 2020 trends.
4. How Virginia Bankers Association knocked it out of the park.

The background is a dark blue color with several abstract geometric elements. In the top right, there are three concentric white circles. In the top center, there are three parallel white diagonal lines. On the left side, there is a large white circle containing a grid of small blue dots. In the bottom right, there is a circle filled with white diagonal lines. At the bottom center, there are three parallel white diagonal lines.

WHAT MAKES AN ASSOCIATION WEBSITE DIFFERENT?

Association websites are responsible for a lot

- **A lot of audiences** (e.g. prospects, members, sponsors, legislators/gov, media, & more)
- **A lot of tech & tools** (member directories, job boards, legislative trackers, email marketing, learning management systems, etc.)
- **A lot of content**
- **A lot of hats** - limited communications staff

Things can get really cluttered, really easily. *Staying clear on priorities and intentions is key to your success.*



**SO, WHAT SHOULD
YOU FOCUS ON?**

Where things are going in **2020**

01

STORYTELLING

Visitors want to see value and impact.

02

EVENTS & TRAINING

Members are looking online to kickstart their professional development.

03

ENGAGING THE NEXT GEN

Younger members expect a great website experience.

04

BRIDGING TECH

Associations rely on a lot of different systems, but members expect one experience.



STORYTELLING



STORYTELLING 101

Easy ways to share your story and demonstrate value to your members



MISSION, FRONT AND CENTER

Don't get caught with a stale carousel in your prime real estate.



NEWSLETTER CONTENT

Break your best stories free from that stale PDF.



TESTIMONIALS

Your members love you and would love to see their words on your site.



STATISTICS

Actions speak louder than words. Highlight your impact.



**EVENTS &
TRAINING**

EVENTS. DONE RIGHT

Easy ways to make your events stand out



GET CREATIVE

Use imagery to make events feel alive. Consider tiles & banners and other creative layouts.



QUICK LINKS

Everyone is looking for your events. Help them out with quick links above the fold.



CENTRALIZED & SORTABLE

Members will be forever grateful if you make it easy to filter your event calendar.



OFFER RECAPS

Build community and inspire new attendees by sharing event recaps, photos & video.



**ENGAGING THE NEXT
GENERATION**

FIGHT THE SILVER TSUNAMI

Embrace the trends that will delight the next generation.



MOBILE-FIRST

Thinking of the small screen first helps you prioritize and highlight what's truly important.



SOCIAL

Make sure visitors can find your social channels and easily promote key articles.



USER EXPERIENCE & ACCESSIBILITY

Consider the intent of each page separately and build content structure and layout that supports it.



CREATIVE & SCANNABLE

Use headings, bullets, accordions and images to break up those heavy pages.

BRIDGING TECHNOLOGY GAPS



BRIDGE TECHNOLOGY

Ways to create a seamless member experience.



EMBED

Check to see if your registration buttons & similar tools can be easily embedded on the site.



STYLE GUIDE / HTML TEMPLATE

Make sure your web vendor can hand off HTML templates and style guides.



REDIRECT (NEW TAB)

When you must link to a new system, use a new tab so members don't get lost.



BE CHOOSY

Before you commit to a tool/technology, look into its flexibility and options for customization.

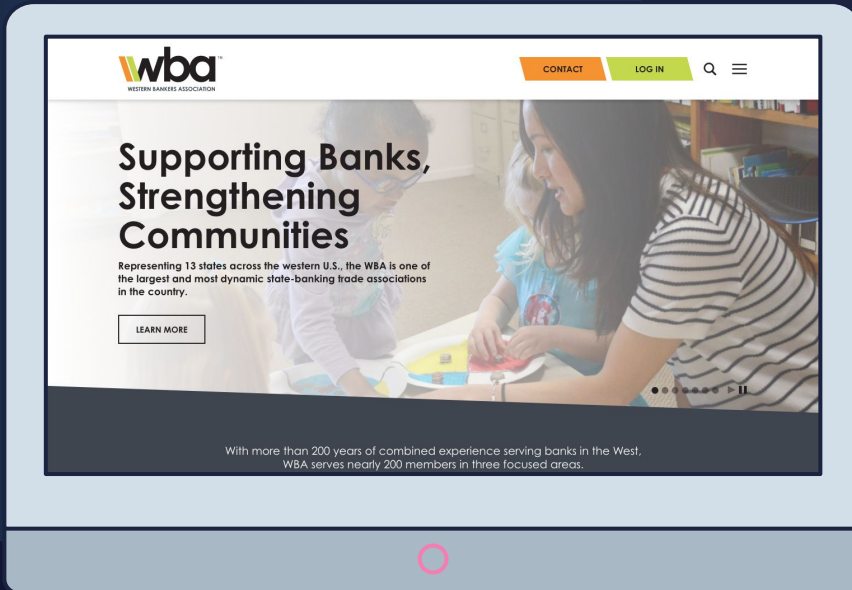
The background is a dark navy blue. It features several abstract geometric elements: a large teal circle on the left, a large dark blue circle on the right, and a pink circle with a white border on the left. There are also several sets of parallel lines in teal and white, and a grid of pink dots on the left side.

ANY QUESTIONS?



EXTRA CREDIT

A few other associations that are getting it right.



CONTACT

LOG IN



Supporting Banks, Strengthening Communities

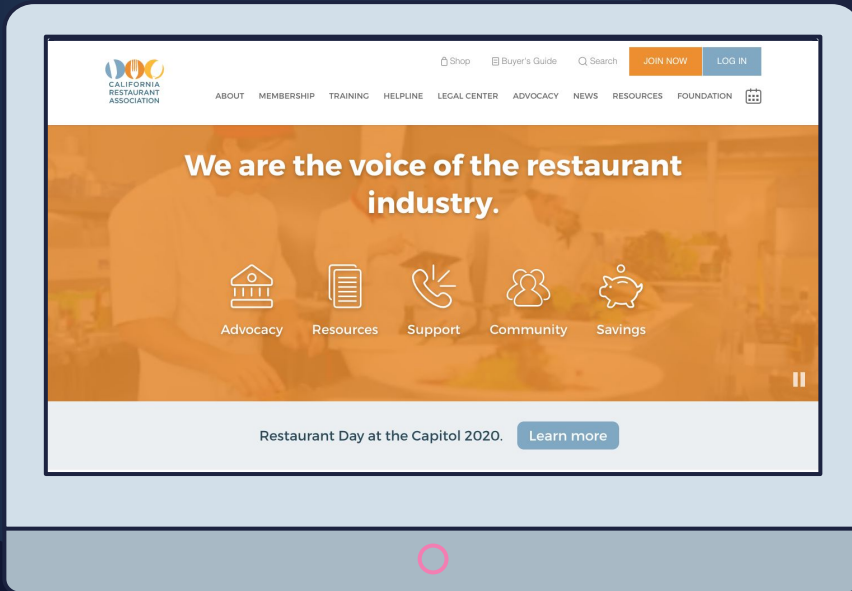
Representing 13 states across the western U.S., the WBA is one of the largest and most dynamic state-banking trade associations in the country.

LEARN MORE

With more than 200 years of combined experience serving banks in the West, WBA serves nearly 200 members in three focused areas.

Western Bankers Association

Represents banks
across 13 states
beautifully, excels at
highlighting
professional
development.



California Restaurant Association

Brought their mission to life through an exciting design. Integrates with both weblink and ecwid for member management and e-commerce.

THANKS!

Download and share this presentation :)

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<https://digitaldeployment.com/association-web-trends-2020>