

## **Benefits of Membership**

We should all have a clear idea of how we market our services to attract clients, but sometimes there are more abstract marketing techniques that we haven't considered.

Being a part of a professional body is essential if we want to promote the idea of quality to our prospective clients. The ARP is the professional body for relocation service providers throughout the UK and internationally and promotes a quality standard throughout its membership.

Through extensive, externally accredited training programmes, professional vetting, arbitration and disciplinary processes, the clients of ARP members know that they are getting a service that is reaching the highest levels over twenty years of steering the profession. But this is not the only benefit of being part of the professional relocation body for the UK.

The ARP has built strong links with the press, HR and other professional relocation bodies all over the world. We have been running a programme of Open Forums, which have been extended not just to our own membership, but also to the HR community, so we can ascertain exactly what our membership and their clients want most from ARP.

As a result we will be working to strengthen our PR and Marketing base, in order to both attract new members and increase their visibility to the clients of all types of relocation services.

We communicate with members and non-members alike electronically sending bulletins and updates on a regular basis. We have also increased the visibility of our members, through our new interactive, dynamic web systems. The ARP website includes full information relating to the Association and lists our members contact details including links to their websites. Our members have on average, 45% of the hits on their

websites as a result of their details being accessed through the ARP web. Our member entries are all tagged, such that they will be recognised according to keyword and rank higher than corresponding websites.

Our Directory of Members, now in its 29th year, is still the printed source directory for relocation providers in the UK. This is sent directly to 6,000 HR managers, directors and HRO's across the UK and further distributed throughout the year to private clients.

The ARP's training programme is the broadest and yet also the most country specific of any relocation programme in the world. Through our participation in the globally unique three tier qualification (Certification of European Relocation Professionalism 1, 2 & 3) we are also able to recognise individual excellence in professionalism. Non-members are able to attend some levels of the training but programmes are offered to members at cost price rates.

The ARP runs regular and successful national and regional networking events, as well as a national industry conference and exhibition every two years.

We offer direct support to start-up companies through the office and via our free business helpline. The business helpline is also used frequently by established members, who can rely on accurate legal, employment and dispute management advice.

The ARP is an essential organisation for the promotion of relocation services, but we go further; offering an invaluable platform for the customers of relocation companies and their clients, to make themselves known, grow their business and be part of the professional body. From furniture rental and household goods movers, to tax and immigration specialists through to serviced apartment providers, our membership programmes offers a direct link to the relocation industry and beyond.

So, if you are looking to grow your business, improve your visibility and be part of the most dynamic force in relocation, then don't hesitate to get in touch.