



Gordon Glenister

<https://www.linkedin.com/in/gordonglenister-influencermarketing-membership-speaker/>

Influencer Marketing

Membership organisations have come under great scrutiny in the last year, more so than ever before. Members want to know that their organisation has real purpose, is making a real difference and delivering great value. Membership organisations want to be seen to be leading the conversations on the topics that matter most to their industry and their members. At the heart of these organisations sits the Senior Team. Gordon will lead a session based on 'The Social CEO Index Report' that will answer 3 key questions: Why is it important to be active online, what does it take and who is leading the way?