

MDBC: 8 WAYS TO GET MORE OUT OF YOUR COUNCIL MEMBERSHIP

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MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC)

21 – 3A Binjai 8 Premium Soho, Lorong Binjai, Off Jalan Binjai
50450 Kuala Lumpur, Malaysia

E: info@mdbc.com.my | W: www.mdbc.com.my | T: +603 – 2387 0043

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8 WAYS TO GET MORE OUT OF YOUR COUNCIL MEMBERSHIP

There are many reasons to join the Malaysian Dutch Business Council (MDBC). There are networking opportunities, community involvement, and the trust that affiliation with our Business Council builds within the market. There are many additional benefits that you can receive from being an MDBC member, but sometimes, our members need extra support to get the maximum benefit out of this community. It's easy to assume that by simply paying the annual membership dues, new business opportunities, potential joint ventures, and higher brand recognition will occur. In order to help you maximize your benefits and make the MDBC experience work for you, learn how to get the most out of your membership.

You Get What You Put In

Get more bang for your (membership fee) bucks! Your company's membership will be announced in our quarterly magazine - the MDBCconnects, a 'Welcome to New Members' e - mail, and listed on the directory (website and membership directory). You will also be added to our e - mail distribution list so that you can receive regular event invitations and updates.

If you invest in this community however, attend our events, and build a strong relationship with others through the Council, the payoffs can range from joint ventures to new clients, and friendships. So to help you on your way, we've put together **eight ways for you to get more out of your membership with MDBC.**

1. **Sign up for the e - Update newsletters and follow us on social media.**

A great way to learn more about what's going on in MDBC and how you can get involved, is to sign up for the MDBC electronic newsletter - the e - Update. News and events are also always updated on the MDBC social media channels - Facebook, LinkedIn, Twitter, and Discord, to name a few. If you haven't already given us a 'like' or follow, why not do so now?

2. **Support MDBC and other members online.**

Support MDBC and other members through any of the social media outlets and tell your network about it as well. Have you had a good experience with an MDBC product or service? Why not show your support and at the same time help elevate an organization you are a part of? Have you experienced the service or product of a fellow member first hand? Writing a positive review and sharing posts from other members not only builds good will, it also shows that you are an active member of the community. Or why not share news from other members that you think may be useful for others in your own network? Other members are likely to remember your support and will most likely show you the same in kind.

3. **Share the good news!**

Be sure to share your news (awards won, new joint ventures, achievements, etc) with MDBC. We are proud of the members within our community and we love to shine a spotlight on your achievements. MDBC regularly highlights members' news on our website, on the e - Update, in our magazine, and on our social media channels.*

4. **Invite them to be part of your seminars.**

Invite fellow members to come speak at your company functions or the business seminars you are hosting. They will appreciate the opportunity to showcase their area of expertise and you will enhance your event with guest speakers.

5. **Share or trade skills and expertise.**

We are all experts at something. What is your "something"? Share that "something" with someone else at MDBC. If you are good at writing ad copy and someone else is good at printing sales flyers then offer to share skills. You will probably help each attract more business this way.

6. **Introduce them to your friends.**

Be the first person to approach new MDBC members when they arrive. Be friendly and introduce them to others in the group. Your gesture will be remembered and appreciated forever.

7. **Bring them to other functions.**

Perhaps you are a member of other organizations in addition to MDBC. Invite one or two of your fellow members to attend other functions with you as your guest. Introduce them to your other associates. This will increase their circle of connections and you will look like a master networker.

8. **Use their business first.**

Support your fellow members by giving them preference when you shop. For example, if you need replacement windows for your home and one of the window companies is an MDBC member, give that company your business. Even if they cost a little more, the goodwill your business generates can be invaluable.

** Please note that these news items must meet certain criteria. MDBC does not participate in promotional sales on behalf of members. News items related to awards/ other achievements, new joint ventures with other members, will be shared. If you are not sure, feel free to submit your article to communications@mdbc.com.my to enquire if your article can be highlighted.*