

Welcome to the CIO Hour!

April 2025

The Power of the Peer

Today's Panel



TERI CARDEN

VP of Marketing and Client Success, Insight Guide
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Teri is a technology enthusiast who pioneered new software implementations, innovative marketing campaigns, and early adoption of video, social media, and mobile platforms as an association executive. Teri has also founded several successful ventures including AMS Fest and ReviewMyAMS along with NonDues-a-Palooza. She now serves as VP of Marketing and Client Success at Insight Guide, she leverages her marketing expertise and leadership to ensure optimal client experiences.



ANDY STEGGLES

CEO & Founder, Insight Guide
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Andy's roots in technology date back to his early role as a Royal Navy Communications Specialist. He then took his passion for technology to RIMS. He then co-founded Higher Logic, growing this SaaS "Community Platform" from a bootstrapped startup to a \$100MM+ enterprise. After securing \$55MM in funding, the company acquired four software businesses and tripled in size. Today, he helps early-stage SaaS companies (\$1-20MM ARR) scale and prepare for successful exits and has recently founded Insight Guide.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: The Power of the Peer

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Brightlocal Consumer Survey 2025
- Q & A – 45 min – Discussion with our experts and taking your questions

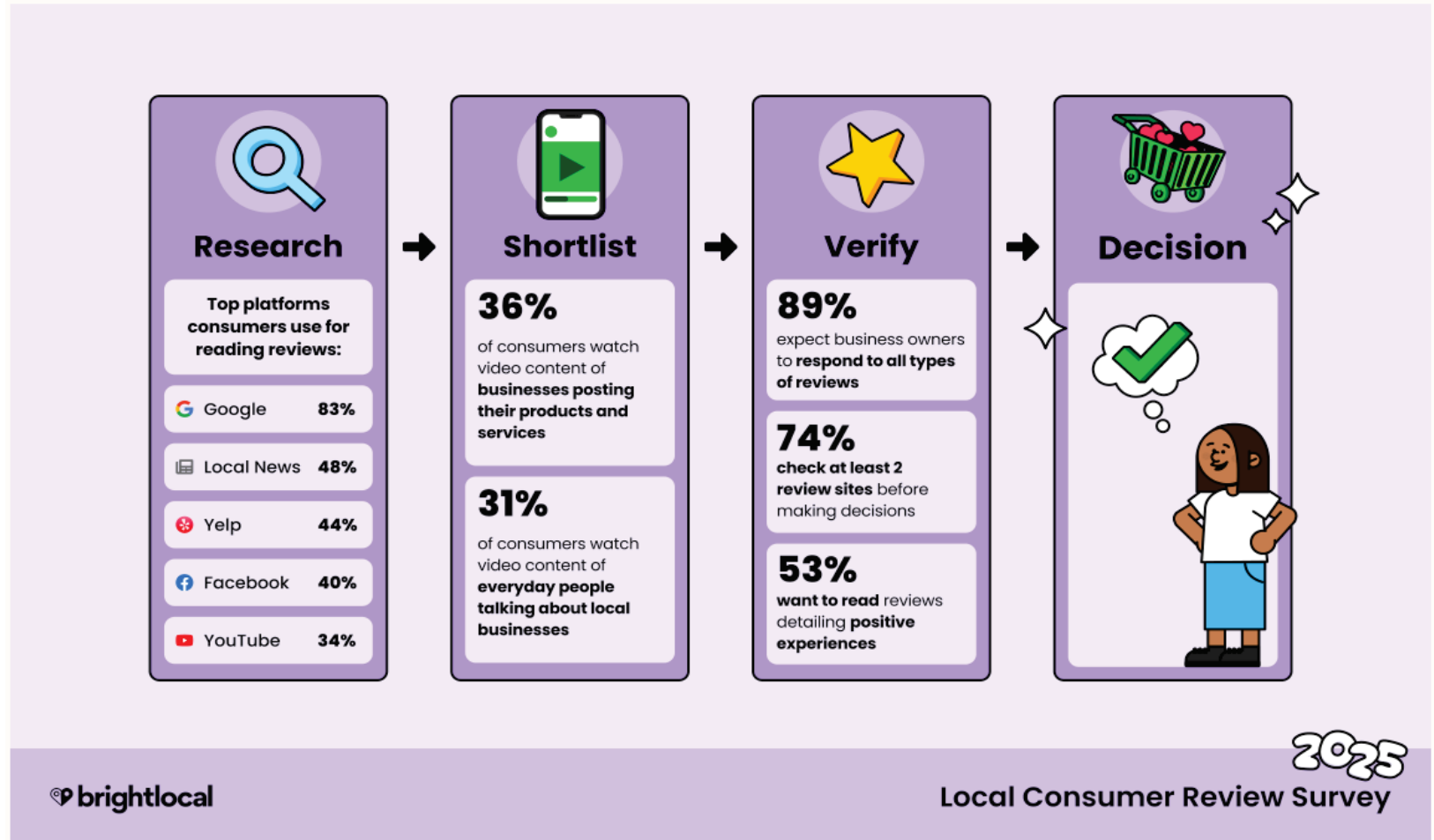
In the News...

1. Treasury Secretary Bessent says market woes are more about tech stock sell-off than Trump's tariffs
<https://www.cnbc.com/2025/04/02/treasury-secretary-bessent-says-market-woes-are-more-about-tech-stock-sell-off-than-trumps-tariffs.html>
2. This safe nuclear battery could last decades on a single charge
<https://www.pcworld.com/article/2651903/this-safe-nuclear-battery-could-last-decades-on-a-single-charge.html>
3. Bill Gates: Within 10 years, AI will replace many doctors and teachers—humans won't be needed 'for most things'
<https://www.cnbc.com/2025/03/26/bill-gates-on-ai-humans-wont-be-needed-for-most-things.html>
4. Global roadmap launched to strengthen digital safety, and other digital technology stories you need to know
<https://www.weforum.org/stories/2025/04/digital-safety-ai-news-march-2025/>

Today's Topic: The Power of the Peer

Local Consumer Review Survey 2025

- **Consumers are looking for facts and objectivity:**
consumers are happy to read the details of both positive and negative reviews during their research to form their own opinions.
- **Conflicting feelings and understanding of AI:**
Consumers think AI equates to 'fake', yet unknowingly preferred an AI-written response, and use AI review summaries to guide decisions.



SOURCE: [Brightlocal Consumer Survey 2025](#)

On to Your Questions...

How has the concept of social proof evolved in recent years, and what unique opportunities does this present for associations?

What considerations do you suggest for balancing monetization of social proof and the perception of the authenticity and value of it when money is involved?

What are the most effective methods you've seen associations use to capture authentic testimonials and recommendations from their membership?

What metrics should associations track to measure the effectiveness of their social proof initiatives?

How should associations prepare for and respond to negative social proof or public criticism from members?

What role do you see peer-to-peer communities playing in the future of association value propositions, and in what ways do tools like marketplaces support those initiatives?

For associations just beginning to strategically leverage social proof, what would be your recommended first steps to ensure early success?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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Andy Steggles

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WORKS for your association.

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Final Thoughts

- Join us May 1st for **Becoming Your Best Customer Self**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive instructions via email on downloading a certificate for this program.