

MTI provides global leadership in materials technology safety, sustainability and profitability for industrial processing companies.

Problem

MTI represents trade organizations who may only have a few materials engineers in-house. In this context, MTI was experiencing a bundle of symptoms of stress to its usual business: event revenue pressures, stagnating growth in membership, and deepening negotiation pressures with new and renewing members.

Approach

Halmyre conducted a classic pricing and revenue audit, which unpacked a wide range of MTI's value proposition issues to articulate priority areas for growing MTI's revenue strength.

- Membership trending analysis in renewals, size, and revenue
- Financial impact of events and share of wallet analysis for individual members
- Staff and stakeholder interviews to understand context and gain perspective
- Review of available member research
- Competitive landscape scan to understand where materials engineers are spending their time and budgets

Outcome

The outcome of this audit were specific, clear, actionable recommendations to address the following findings:

- Twice the value to MTI: identified that a certain class of members are two times more valuable to MTI than others.
- Core issue: MTI is **losing high value members** and replacing them with lower value members.
- Of 13 membership tiers, 40% of members are in the first tier: dues structure is overly fragmented.
- Identified meaningful gap in non-member research to inform acquisition decisions.
- De-prioritized conference revenue as an immediate focus.



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