

Press Cutting	
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Bringing additional value to membership

LogBuy has announced the launch of 'Member Benefits' a new Outsourced benefits solution, providing Associations and Membership Organisations with additional value to their membership offering in an easy, cost-effective solution.

LogBuy specialises in negotiating deals and in the development and execution of benefits programmes to large groups of individuals and businesses. LogBuy aggregates the spend of these large groups, to negotiate sizeable discounts on a range of products and services.

"Having met and discussed with a number of Associations in the UK, we noticed a clear gap in the market; many have faced a whole variety of issues with their member affinity deals. The main issues being "lack of time", "lack of resources" as well as "non-core business activity". Based on our own experience and expertise in managing benefits for over 500,000 individuals, we have developed a solution that solves exactly these problems faced by Associations today." says David Wall, Managing Director, LogBuy.

LogBuy manages the websites and the supplier negotiations, adding new suppliers and Special Offers on a frequent basis; encouraging uptake of deals, bringing frequency to the Association's website and adding value and further satisfaction to membership. LogBuy focuses on leading branded suppliers such as; Shell, Europcar, Business Post and Apple Store.



▲ David Wall of LogBuy

LogBuy recently welcomed 3 trade associations as new customers to the solution; Professional Photography Association - SWPP & BPPA, The Guild of Professional Videographers and The Association for Medical Secretaries, Practice Managers, Administrators and Receptionists (AMSPAR). ■

For further information: www.logbuy.co.uk