



CASE STUDY

Helena Beard, Managing Director at Guanxi shares her thoughts on being a member of UKinbound since 2016.

Why did you become a member of UKinbound?

Guanxi was a very young business at the time, and I needed an efficient way to meet potential clients and partners in the inbound tourism industry. UKinbound was recommended to me by another member, and I attended a conference to learn more. I was really impressed with the quality of the conference, the warmth and friendliness of the association and the quality of the network.

What advice would you give to someone thinking about membership?

Try to speak to some of the other members, particularly those in a similar field. It can be a different experience joining as DMO, hotelier, supplier, tour operator or attraction, so ask the team at UKinbound to put you in touch with the best person.

What are the main benefits to membership and why?

We have built a large part of our business in partnership with UKinbound. And, although Guanxi is just a member, like everyone else, our relationship with UKinbound has always felt like a genuine partnership. Many of the contacts I have made through UKinbound have become our clients, and we've also benefited from education, lobbying and training. But the best benefit in my opinion is the opportunity to attend the Annual Convention, which is exceptional in terms of the business opportunity and the social experience.

What advice would you give to a new member?

Make the most out of your membership by attending events, webinars and fam trips and don't miss the conference. Take advantage of extra benefits like the free marketing opportunities and engage other colleagues in your organisation to share out attendance at events. There is a lot going on and you don't want to miss anything.

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My business relies on the opportunities presented by the association, and I rely on the network for friendship, support, education and personal development. I'm also a Board Director now, so I'm committed for the foreseeable future!

Helena Beard
Guanxi