

Corporate Memberships

CXPA | Customer Experience
Professionals Association™

2019



CXPA is the premiere, global non-profit organization
dedicated to the advancement and cultivation
of the Customer Experience profession.

JOIN US AS A CORPORATE MEMBER

Thank you for your interest in partnering with the Customer Experience Professionals Association (CXPA)! The CXPA is the premiere, global non-profit organization dedicated to the advancement and cultivation of the Customer Experience profession.

CXPA CORPORATE MEMBERSHIP

When partnering with the CXPA as a Corporate Member, you'll have access to exclusive benefits. These benefits include educational opportunities, professional resources, community access, recognition for your successes, and more. Your brand will be highlighted to over 8,000 Customer Experience professionals in over 100 countries and 60 industries.

BENEFIT OFFERINGS FOR 2019

We listened to your needs and have enhanced our benefit offerings for 2019 to specifically address what you want out of a membership:

- New!** • **A personalized introduction** to CXPA member benefits for your entire team
- New!** • **Access to CXPA course content** to help take your organization's CX practice to the next level
- New!** • **Opportunity to co-host a webinar** to share your thought leadership with other CXPA members
- **Membership seats** to provide to your colleagues so they can further their CX knowledge, and a streamlined approach to managing the seats within your membership
- **Thought-provoking resources and tools** to facilitate organizational discussion and advancement
- **Discounts for popular CXPA events** to enhance your CX experience and network in person
- **Connection to a community** to idea share with colleagues and like-minded professionals
- **Additional visibility on the CXPA website** to show off your CX successes

The CXPA Corporate Membership packages are aimed to provide you with these benefits while considering the budget you have to support the CX goals of your organization!

NEXT STEPS

For more information, please contact Molly Perrin, Membership Community Manager at molly@cxpa.org. You can also contact any member of the CXPA team with questions or feedback at info@cxpa.org. We'd love to hear from you!

We are here to support your success and your growth in CX - for your organization, your team, and you - so please let us know how we can best serve you.



All the best,



Diane Magers, CCXP, CEO



& Bob Azman, CCXP (Chairman of the Board)

CORPORATE MEMBERSHIP PACKAGES

Revised January 2019



BENEFITS

RUBY

SAPPHIRE

DIAMOND

TEAM EDUCATION / RESOURCES

CXPA membership seats	25	50	100
Personalized "Making the Most of your Corporate Membership" webinar	✓	✓	✓
Monthly whitepaper & discussion question package	✓	✓	✓
Complimentary enterprise license(s) to modular course(s)		1	2
Executive strategic partnership session			✓

COMMUNITY / NETWORKING

Membership to exclusive corporate idea sharing community	✓	✓	✓
Exclusive discounts on CXPA conferences	✓	✓	✓
Complimentary registration to Executive Summit event (available to practitioner companies only)	1	1	1
Complimentary job postings on CXPA.org	4	4	4

BRAND SUCCESS / RECOGNITION / VISIBILITY

Logo & link on CXPA.org	✓	✓	✓
CXPA Corporate Member digital badge	✓	✓	✓
Annual commitment recognition & plaque	✓	✓	✓
Complimentary CX Marketplace listing (if desired)	✓	✓	✓
Thought leadership webinar for members & non-members		30min	60min
Brand story featured on CXPA.org, social media, etc.		✓	✓

VALUE **\$10,850** **\$22,850** **\$43,350**

PRICE 📌 10% discount for non-profit organizations **\$5,000** **\$10,000** **\$15,000**

A LA CARTE: Add membership bundle to any package - increments of 25 seats **\$4,000/bundle**