



**YOUR ASSOCIATE  
MEMBERSHIP  
WITH THE BRC**



# THE BRC AND ASSOCIATE MEMBERSHIP

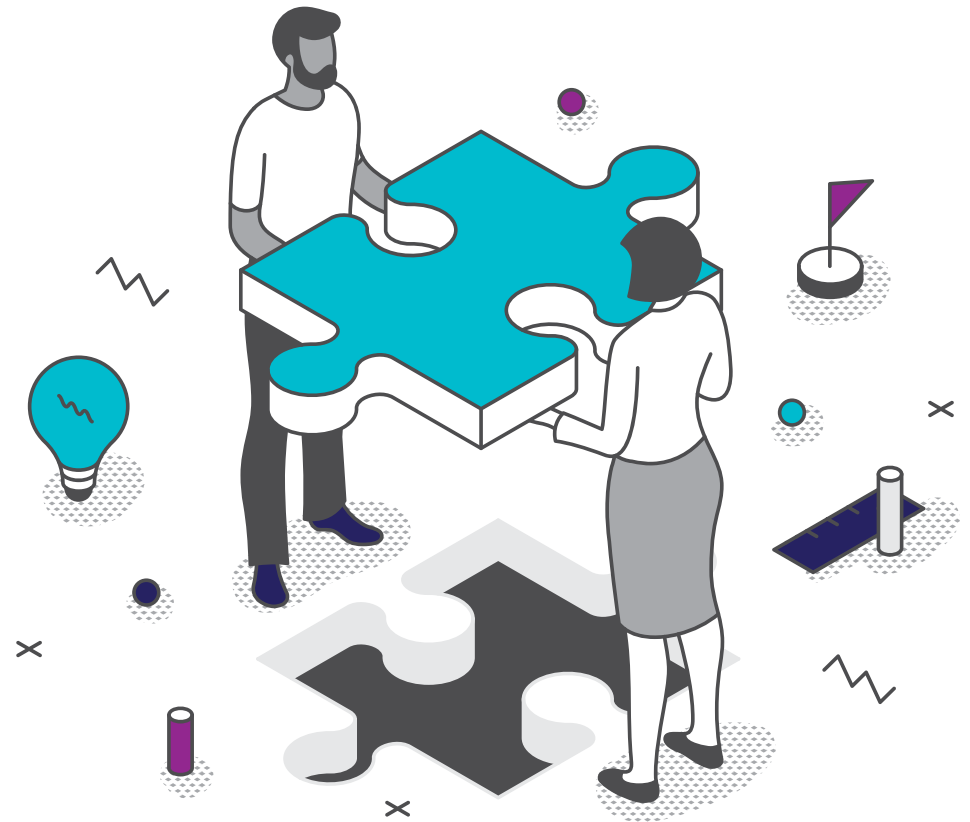
As the go-to trade association for UK retail businesses, our purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit.

We do this in a way that delivers value back to our members, justifying their investment in the BRC. This membership comprises over 200 major retailers - whether operating physical stores, multichannel or pureplay online - plus thousands of smaller, independent retailers through a number of niche retail Trade Associations that are themselves members of BRC.

Associate Membership enables organisations that provide products, services, and solutions to the UK retail industry to engage with the BRC and our retail members.

We love to work with experts from supplier companies to help increase their knowledge of the UK retail industry and raise their profiles among members through sharing thought-leadership and expertise. This is primarily done through contributing articles to our website, learning through our role-based communities, accessing our industry data, and attending our events.



# WHAT ARE THE BENEFITS OF ASSOCIATE MEMBERSHIP?



UNLIMITED COLLEAGUE ACCESS  
TO 12 ROLE-BASED COMMUNITIES



REGULAR E-NEWSLETTERS WITH  
LATEST INDUSTRY NEWS AND INSIGHT



QUARTERLY CONTENT SHARING  
OPPORTUNITIES VIA BRC WEBSITE\*



YOUR OWN EVENT LISTINGS  
ON THE BRC WEBSITE\*



ACCESS TO BRC INSIGHTS  
AND ANALYTICS



VISIBILITY ON OUR RETAIL  
SERVICES DIRECTORY



USE OF BRC ASSOCIATE  
MEMBER LOGO



DISCOUNTED RATES ON MEETING AND  
EVENT SPACE AT THE FORM ROOMS



IN-PERSON NETWORKING  
EVENTS - COMING SOON

\* Please note that any content that you share via the BRC will be sense-checked to ensure relevance to the UK retail space. All content must be retail-focused, intended to impart knowledge, insight or expertise and is not to be advertorial or an overt sales piece for your company. We reserve the right to refuse content that we believe is inaccurate and/or that conflicts with our own messaging.

# ASSOCIATE MEMBER CHECKLIST

Are you making the most of the benefits available to you as an Associate Member?



## Are you registered for the membership portal?

In order to manage your community sign-ups and access members-only content on the website, you need to be signed into the membership portal. You can register for the portal [here](#), or reset your password for an existing account [here](#).



## Are you signed up to the right role-based communities?

BRC's communities are groups of people in member companies working within a certain remit. Any member can join any of these communities, giving access to members-only content, email updates, invitations to community calls and meetings. Once you are logged into the portal, you can manage your communities [here](#).



## Are you using your four opportunities to share thought-leadership via the BRC?

Contributing your thought-leadership to the BRC website and relevant communities puts your content in front of your key retail audience and raises your brand awareness.



## Do you host events that are relevant to the UK retail space? Are you sharing them with us?

Whether it's an in-person or digital event, as long as it's retail-focused and doesn't conflict with any of our own events, we're happy to list them on our events page for you.



## Are you utilising our data, insights and analytics?

The BRC Insight team produces unbiased research and analysis on retail performance and the economic drivers influencing the British retail industry. This analysis is available to associate members and can be used to inform your own work – just credit the BRC!



## Are you using your BRC Associate Member logo?

Give your business credibility by showing your commitment to the retail industry, using your BRC Associate Member logo on your website, digital and print materials – terms of use apply.

CHECKLIST  
CONTINUES



### Is your directory page live and up to date?

Our associate members have a page on our retail services directory that gives their businesses visibility among the retail community by listing services and contact details. Is yours up to date? Check [here](#).



### Have you booked The Form Rooms for an event yet?

Whether it's an away day for your team, an in-person meeting, presentation, or roundtable; we're happy to host you at our venue space in the heart of Covent Garden – members get a 25% discount! Find out more [here](#).



### Are you aware of the opportunities available for you to Partner with the BRC?

We're always on the lookout for new strategic Partners to join us for our campaigns and events – particularly on our Change Programmes. Please note that all Partnerships are an additional investment. Enquire [here](#).



**If you have any questions or need help with any of your benefits, please contact Constance at [constance.venn@brc.org.uk](mailto:constance.venn@brc.org.uk)**