



TAF Expert Network

What is the TAF Expert Network?

The TAF Expert Network is a network run by TAF to connect TAF members with a group of professionals who are subject matter experts in key areas of interest for trade associations, such as governance, membership engagement, events or lobbying.

As part of their membership, TAF members can access free consultations with the Experts on the network, facilitated by TAF.

Why join the TAF Expert Network?

The TAF Expert Network offers people who are looking to sell services to trade associations a platform that can help you build your brand, network and credibility to support your commercial activities.

The TAF Expert Network is a core part of TAF's member offer and TAF will regularly promote both the Network and individual experts across the year, and provide them with free tickets to our annual conference as part of the programme, where we will run 'Meet the Expert' sessions.

What do you need to do as an Expert?

Experts listed on the TAF Expert Network need to be able to offer free 20-minute consultations with TAF members which will be facilitated by the TAF team. These will

be in response to member demand and ordinarily focus on a problem or challenge the member is facing.

Unless otherwise agreed by the Expert, TAF will limit the availability of 20-minute slots to 2 per month per Expert.

TAF will also expect that Experts, where possible, attend our annual conference to take part in our 'Meet the Expert' sessions, allowing members to book 1-2-1 in-person consultations. TAF will provide one free ticket to the conference for each Expert to facilitate this.

There are no requirements beyond this, though if Experts want to contribute content or run webinars for TAF, that will be appreciated and allow us to further market you as an Expert. TAF also hosts a 'Resource Library' on its website for key materials of use to trade associations, if Experts wish to put forward [their branded](#) materials for this library we will be happy to consider it.

What are the terms?

The TAF Expert Network is free to join for experts who have proven subject matter expertise and a proven track record in working with non-profit membership organisations, and ideally trade associations.

There are no costs for an Expert to join the platform, and no payments will be made by TAF for the initial "consultations" offered.

In return for listing and promotion via the platform, Experts will pay TAF 10% commission of the initial contract value (ex VAT) for any services booked via an association introduced to the Expert via TAF. Subsequent bookings made by the same client are not subject to commission.

How to join the TAF Expert Network

TAF will curate the list of experts based on applications, member recommendations and vetting.

If you would like to join the TAF Expert Network, please send a summary (max 1,000 words) of your experience in your field of expertise and your experience in working with trade associations/membership organisations to secretariat@taforum.org, with at least 2 references from trade associations that you have worked with who TAF can check as references.

Once vetted, suggested new entrants to the Expert Network will be voted on by the TAF Board on a quarterly basis. Every member of the Network will have their membership reviewed and re-approved by the Board on an annual basis.

Review and Termination

TAF will review feedback on each Expert and will remove Experts from the network where member feedback is not positive.

TAF reserves the right to remove any Expert from the Network at its sole discretion, particularly if it comes to our attention that Experts are transacting with associations introduced via the Network without informing TAF or paying agreed commissions.

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