
Tulip Peer 2 Peer Learning

CLOCK for Professional Associations

March 2017



How CLOCK will benefit your members?

Introducing CLOCK higher level professional awards (Levels 4-7) for your members will enable them to gain formal recognition of their current skills and knowledge gained through working, practicing and belonging to your association.

It can also give you an additional revenue stream for your organisation, and offer a means to incentivise and convert more non-members.

The logo for CLOCK, featuring the word "CLOCK" in a bold, white, sans-serif font. The letter "O" is replaced by a stylized orange clock face with a black dot in the center and a small orange hand pointing towards the top right. The logo is set against a dark grey background.

CLOCK

Member organisations often offer a package of resources, content and tools for their members as part of their subscriptions services. Offering CLOCK can enhance the package you already provide, add value to your brand and encourage the development of an exclusive member learning network and community of practice. Members often look to gain access to approved education and professional learning opportunities as part of their member benefits and often turn to sector-specific professional associations for guidance on qualifications and learning opportunities which will enable them to develop their careers.

“Continuing education and training opportunities” was cited among the most valued benefits across generations (number one among millennials)’

(John Wiley & Sons, Membership Matters 2015)

We can train your staff and members to be Internal Mentors

We can even train the experts in your association for internal verification roles. We can validate them as Peer Mentors and Peer Reviewers and benchmark them against their peers in other member organisations and countries; an interesting professional development opportunity in its own right and a great way to provide career development for association employees and members.

Like to know more about how CLOCK can help your association and your members?

[Drop us a line and we will be in touch.](#)

The Clock Logo is © Tulip Peer 2 Peer Learning

The logo for CLOCK features the word "CLOCK" in a bold, white, sans-serif font. The letter "O" is replaced by a solid orange circle. A small orange pencil icon is positioned above the top right of the orange circle, with its tip pointing towards the center of the circle. The entire logo is set against a dark grey rectangular background.