

2019 BY THE NUMBERS

LMA had another strong year in 2019, thanks to our engaged members and dedicated volunteers. Below are some of the numbers behind what we accomplished together last year.

LMA International Highlights

LMA continues to be a strong voice on behalf of our profession. Across our association, we had tremendous engagement from our members and volunteers to help LMA deliver tremendous value.



99%
of our members were
satisfied or highly satisfied
with their membership

2019 membership grew year
over year to reach nearly
4,000
members



37%
increase in individuals
accessing LMA resources

400+ 

members volunteered their time to lead and support our committees, task forces, Shared Interest Groups, Regional Boards, Local Steering Committees and the International Board of Directors, with hundreds more volunteering at the local and regional level.

Engaged

19,000+

followers through LMA's
social media channels



Reached

180,000+

target audience members
through our PR efforts

More than

1,250

individuals or firms participated
in LMA-led industry research

Regional and Local Highlights

In 2019, we continued to invest in our regions by bringing on a director of regions and rolling out a regional strategic plan and new, focused training, with stellar results.

320+

education programs with
thousands of members attending

7
REGIONS



hosted Next Big
Thing educational
programs for a
40% increase in
NBT programs

6

regional conferences with
more than **1,000 attendees**



Dozens of members took part in regional
and local mentorship programs

Educational Highlights

LMA International events welcomed nearly 2,000 attendees to access industry-leading education, trends and best practices. We also:



Executed

39

webinars reaching nearly
3,400 members

Mentored and engaged nearly

100 

participants through the Annual
Conference mentor program



9%

growth in Shared Interest
Group (SIG) membership