



## Press Release

### Silverbear Launches New Website for Their Membership Management Solution; Persona

**21<sup>st</sup> January 2010, Guildford, Surrey:** Silverbear is proud to announce the launch of its latest software system; Persona Membership Management Solution. This new solution is supported by a brand new website – <http://www.silverbearmembership.co.uk/>.

The website contains a host of information regarding the new Persona Membership Management Solution. The application is targeted at organisations with membership bases such as societies, clubs and other group organisation, helping them to manage the communication, feedback and engagement with their members. The website clearly breaks the solution down into six easy to follow sections:

- Forums & Participations
- Membership Management & Retention
- Growing & Recruiting Members
- Getting Information
- Giving Information
- Membership Analysis

The website easily enables visitors to view each section clearly, and sets the information out in an easy to understand manner. Kate Oxtan, Marketing Manager at Silverbear explains the concept behind the new website “Persona Membership Management Solution works with organisations helping them to create a clear yet thorough membership communication and engagement strategy. We felt it was important that the website reflected the easy to use, flexible software by using clean, clear colours and plenty of white space. The site has been developed with clear navigation in mind and contains a wealth of information and content, including case studies to help people understand the application of the solution. “





# | Persona

The website is now live, and can be viewed at <http://www.silverbearmembership.co.uk/>. Employed within membership organisations throughout the UK, Persona Membership Management Solution utilises the power of Microsoft Dynamics CRM to help organisation manage member relationships, communications, campaigns and member feedback.

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## **About Silverbear**

[Persona Membership Management Solution](#) is part of the portfolio of solutions from [Silverbear Ltd.](#) Employed within societies and membership organisations throughout the UK, Persona helps organisations to build, define, examine, inform and communicate with existing and potential members.

## **Contact Silverbear**

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