



## AREAS OF EXPERTISE

### **MANAGEMENT**

#### **LEADERSHIP**

- Board membership
- Strategic planning
- Resource allocation and budgeting
- Project management
- Process improvement
- Organization structuring / restructuring

#### **GENERAL ADMINISTRATION**

- Contract management
- Financial management and forecasting
- Legal management
- Accounting management
- Agenda planning
- Travel/logistical support
- Maintain general corporate files
- Create board materials and minutes
- Maintain bylaws and policies
- Maintain corporate files

#### **MEMBER ADMINISTRATION**

- Manage member databases
- Manage member dues
- Member recruitment assistance
- Process member orientation
- Coordinate special programs/certificates/awards

#### **CHAPTER & NATIONAL RELATIONSHIP MANAGEMENT**

- Develop chapter/regional/national relationships
- Legal and financial engagement with local and national chapters
- Inter-chapter communication

#### **GOVERNMENT RELATIONS**

- Direct advocacy
- Monitoring
- Analysis
- Reporting
- Grassroots advocacy
- Political action committees

## **COMMUNICATIONS**

### **MEMBER COMMUNICATIONS**

- Member events
- Speech writing
- Member newsletters
- Internal email programs
- Public affairs support
- Webinars

### **PUBLIC RELATIONS**

- PR planning
- Trade press coordination
- Local news coordination
- National / international news coordination
- Press releases
- Press release optimization
- White / position papers
- Feature article development
- Press events
- PR coaching

### **EVENT PLANNING**

- Convention and event management
- Event assessment
- Location searches
- Logistical planning
- Budgeting
- Hotel management
- Contract negotiation
- Speaker/program management
- Marketing promotion
- Program development
- VIP/speaker care
- Registration management
- Exhibit sponsorship sales
- Sponsorship satisfaction
- Onsite services
- Reporting ongoing and follow-up

### **EDUCATIONAL PROGRAMMING**

- Content design and development
- Content delivery
- Certification and accreditation

### **ADVERTISING**

- Campaign design and messaging
- Print advertising
- Direct mail
- Web advertising
- Billboard
- Radio

## **PUBLICATIONS**

Member newsletters  
E-blasts / E- newsletters

## **DESIGN / CREATIVE**

### **BRANDING**

Organization branding  
Logo development  
Color studies / selection  
Tag line / key message  
Integrated brand development

### **PRINT**

Brochures  
Member materials  
Post cards / mailers  
Training materials  
Annual reports  
Posters

### **SIGNAGE / DISPLAY**

Trade show booth design  
Exhibit signage

## **MARKETING DEVELOPMENT**

### **SUPPLIER/PARTNER PROGRESS**

Supplier partnership  
Co-op advertising programs  
Contract negotiation

### **RESEARCH**

Primary  
Secondary  
Surveying – online, phone, in-person  
Focus groups

### **WRITING**

Press releases  
Feature articles  
Speeches  
Brochures  
Websites  
Business plans  
Research documents  
Position papers  
Editing and proof reading

## **ONLINE MARKETING**

### **WEBSITE DEVELOPMENT**

Site strategy, development and design  
Data capture / database development  
E-commerce  
Content management systems (CMS)  
Extranet / intranet development

### **SOCIAL MEDIA CAMPAIGNS**

Social media planning  
Content development  
Optimized blog and profile copy  
Listening campaign  
Ongoing social media management  
Social media advertising campaigns

### **WEB PROMOTION**

Social networking optimization  
Keyword analysis  
Organic SEO  
Online paid campaigns  
Web advertising