



What Interprose Can Do To Enhance Your Association's Communications Program





Advancing
Credible
Perceptions

Delivering
Unparalleled
Results





In an era of increasing marketplace noise,
Interprose is a strategic partner that can
build business worth.



WHO WE ARE

Interprose is a full-service, strategic communications company that has been serving clients for nearly 20 years. We employ a bright team of specialists in marketing communications, public relations, graphic design, social media, and data analytics. In an era of increasing marketplace noise, Interprose is a strategic partner focused on building business worth through advancing meaningful differentiation; above all, we have an outstanding track record of developing programs that deliver results.

We make your organization shine like
a beacon to your target industry.



WHAT WE DO

We offer a myriad of services focused on the growth of our clients' businesses. Here are just a few of the key services we provide:

- Membership Acquisition and Retention
- Brand Design and Development
- Digital and Traditional Direct Marketing
- Conference and Event Registration Marketing
- Newsletter and Magazine Marketing & Development
- Editorial Content Management
- Webinar Development, Management & Promotion
- PR, Media and Analyst Relations
- Social Media Strategy, Program Management and Development
- Video Production, Scripting, Storyboarding, and Editing

We are different.

We are specialists.



HOW WE'RE DIFFERENT

We Are Results Driven

We care about the metrics and put our clients' business goals at the center of every program we develop.

We Value People Over Profits

We don't try to be all things to all customers. And we don't compromise our business just to win new customers. We are specialists in a niche we love. And we select our clients much in the same way they select us. We want to work with people who will invite us to the table and consider us an extension of their own marketing communications team.

We Are Geographically Dispersed

The Interprose team is strategically dispersed throughout North America, and a member of the GlobalCom PR Network, with 70 offices in 60 countries worldwide. We select the best, brightest, and most experienced talent we can find, regardless of their location. This allows us to cover all regions and time zones to work around our clients' schedules.

ASSOCIATION MARKETING SERVICES

Whether you need a team to drive membership programs, promote registration for a conference or event, or are looking for a customized full-service, multi-channel communications program, our team of association marketing experts can handle any project or program. Interprose can make you and your organization shine as a beacon to your target industry.



Membership Acquisition and Retention

Attracting and retaining members is more than just the emails and forms your team sends out annually – it encompasses the entire experience your members have with your organization. Interprose can manage the entire membership cycle, beginning with an audit of your media and materials (email, print, digital/web-based programs) for message consistency and accuracy. We can deliver a full, multi-channel program centered around your core brand, theme and message to the industry.



Branding Design and Development

Interprose understands that every communication – every email, brochure, newsletter, magazine, webinar, etc. – is a membership marketing opportunity. These communications carry the benefits that members were promised when they joined, and we know it's critical that your association receive the credit for the valuable service you provide. So we make sure that your core branding is front and center of every program we create.



Conference and Exposition Registration Marketing

Interprose has developed a very successful formula for driving record numbers of attendees to conferences and live events. But marketing your association's events is more than just registration – it's developing the buzz before the event, and capitalizing on the excitement both during and after the event. Our conference blueprint of pre-, during- and post-event communications will enhance the reach of your marketing efforts and the reputation of your association's expertise in producing live events.



Newsletter, Blog and Magazine Development and Editorial Management

The number one benefit that you provide to your members is industry news and information in your newsletters and publications. The Interprose team has extensive experience in publishing, audience and editorial content development. We can assist your team by working with your editors to acquire content and attract authors. In addition, Interprose can work with your production and audience development team to expand the circulation program and extend the reach of your content across both print and digital channels.



Webinar Promotion and Management

Similar to live events, webinars allow you to connect industry experts with your members and prospects to discuss relevant topics that are affecting your industry – all without the travel expense! Interprose will work with your team to develop the topics, identify the experts, and create the audience invitation and outreach programs to maximize attendance. We work with various service providers to set up the webinar, and offer behind-the-scenes support to the speaker, and coordinate the post-event follow-up to all attendees.



Public and Media Relations

At Interprose, we always remember that it's our job is to make you and your organization's reputation shine. Our standing in the B2B public relations sector is deep-seated and we work tirelessly to maintain thriving relationships with major online and print publications, globally. We work with your association's "All-Stars" and present them to the media for byline opportunities and Q&As, or secure them a spot on the stage as a speaker or panelist at major industry events. And when you or your organization does something worthy of industry-wide recognition, our experts will develop a strategy to help you secure awards, which can significantly raise your association's profile beyond your traditional industry reach.



Social Media Management and Development

Social media for the sake of social media? Never! Like every communications campaign, your social media program must be expertly managed, and populated with relevant content to enhance your association's reputation as a thought leader. Our team of social media experts will not only help you create a meaningful social media campaign but also help you understand our chosen approach and how it will accentuate your brand. Interprose can help grow your social media footprint to a record number of "Likes", members and followers.

Your Vision, Our Purpose

About Interprose

Founded in January 1998, Interprose is a strategic communications company building business worth for B2B technology innovators who value being empowered to advance meaningful differentiation in an era of increasing marketplace noise.

Proud Member Of: GlobalCom PR Network



2635 Steeplechase Drive | Reston, VA 20191
Phone: +1 703.860.0577 | Fax: +1 703.860.1623
info@interprosepr.com

interprosepr.com

 [@Interprosepr](https://twitter.com/Interprosepr)

 facebook.com/interprosepr

 [Interprose](https://in.linkedin.com/company/interprose)