



## ASSOCIATION SERVICES

### Prospectus

Ingenium Communications has launched a suite of professional services dedicated exclusively for associations and not-for-profit organizations. Ingenium's **Association Services** cover six major business applications:

1. Environmental Assessment and Research
2. Strategic Membership Planning
  - Communications
  - Marketing
3. Evaluation
4. Business Modeling
5. Facilitation
6. Training

Ingenium Communications now offers a full spectrum of stand-alone or integrated marketing and communications services specifically tailored to the needs of your association.

This centre of excellence applies proven methodologies as well as innovative, proprietary techniques in responding to the unique challenges and opportunities facing today's association sector. The practice leverages the expertise, experience and savvy of a team of experts in the areas of research/analysis, marketing and communications strategy, member valuation, evaluation, customer relationship management, facilitation and training.

As a client, you gain the resources of an outsourced partner offering more than 15 years of experience. You also gain the successful delivery of over 100 applied projects in providing strategic support to help a wide range of associations achieve and surpass their objectives.



## Association Services

### 1.0 Environmental Assessment and Research

A rigorous analysis of the business environment is critical to equip associations to identify areas of risk exposure and zero in on sound opportunities for growth. Ingenium Communications' resource capabilities apply **disciplined research techniques** that collect up-to-date key informant opinions, benchmark comparisons and industry-leading best practices. Its assessment methods combine and interpret the findings to shape evidence-based, actionable and targeted strategic recommendations. This applied research can be used to inform key strategic decisions in core areas such as membership models, pricing, partnerships or new product development.

### 2.0 Strategic Membership Planning

Today's business landscape is characterized by unprecedented competition for attention, mind share and affinity. The high performing organizations positioned to thrive in this context are those that deliberately plan and artfully nourish the relationships that drive their purpose and mandate – in almost every case, the relationships that are core to financial viability are with members and stakeholders.

#### 2.1 Communications

Ingenium Communications has unparalleled niche expertise in **member communications strategy**, having delivered dozens of projects in this area for major national associations. It leverages its proprietary Results Map™ methodology, which engineers communications strategies toward measurable results. The focus is on creating insightful plans that align communications to business objectives, designed for effortless integration and implementation by client organizations. By tapping into Ingenium's resources, you benefit from the insights and lessons learned from the firm's recent international benchmarking of best practices in member communications.

As part of its strategic communications consulting, Ingenium offers practical **message map** tools. Effective messaging is the centrepiece of any communications strategy – it is particularly significant in the case of associations challenged with communicating complex sets of value propositions to market segments with varying needs and priorities. A message map is a very powerful instrument in driving clear, compelling and coherent messaging in support of communications, marketing and business initiatives.

#### 2.2 Marketing

Targeting viable prospects, attracting qualified respondents, acquiring engaged members, and creating loyal advocates are uncontested expectations of today's leading - edge **marketing plans**. Ingenium Communications' strategic planning blueprints are remarkably successful in competitive, membership-driven marketing environments. Its proven marketing formula leads to enhanced loyalty and customer lifetime value through effective strategies and tactics. This service leverages your marketing investment into positive returns, resulting in increased membership and greater customer satisfaction.

Ingenium's marketing practice offers tailored **customer relationship management (CRM)** programs deployed as powerful membership and sales support tools. Your members are catalogued through a marketing database that captures proprietary data covering contact information, segment specific lead-generation data, fees and frequency of correspondence. Ingenium Communication's database marketing plans develop strong calls-to-action tied to maximizing member response and acquisition rates.



### 3.0 Evaluation – Marketing and Communications Assessments

Measuring performance is a diagnostic exercise to assess whether objectives are on track, business decisions are generating results, and returns on marketing and communications investments are optimized. Ingenium Communications’ performance evaluation programs use easy-to-use **dashboard indicators** and innovative in-depth, evidence-based assessment techniques. Your customized evaluations include communications and marketing audits, member-centric reviews of communications and marketing products and benchmarking comparisons. These rigorous assessments are critical elements to ensuring a transparent and accountable model to service delivery. In addition, the findings provide powerful insights to create baselines, track performance and inform the process of confidently making strategic and tactical adjustments to maximize organizational performance.

Experience tells us that employee buy-in is a critical success factor to any evaluation initiative – that’s why Ingenium leverages its experience in staff engagement and change management to offer training, workshops and coaching to support the effective and constructive implementation of evaluation programs.

### 4.0 Business Modelling

The gap between what an organization *thinks* is valued, and what is *actually* valued by members is costly – it can lead directly to lost opportunity, member attrition and brand erosion.

Ingenium Communications has pioneered the development of leading-edge **business models** that capture, track and measure member and stakeholder value. These powerful management tools are uniquely effective in linking the perspectives of the value generator (the association/organization) with the value receiver (the member/stakeholder). This is vital to fuelling sound decision-making and strategic planning based on high quality, objective data.

#### 4.1 Predictive Business Modeling and Member Valuation

Integrating cost, membership growth and profit relationships through a customized business model will enhance your planning and decision making capabilities. Ingenium Communications’ robust models are based on thorough **break-even and sensitivity analysis** for various “what-if” simulations. These scenarios will compare your marketing and communications investments against expected outcomes and revenue streams. You will have a clear picture of your business potential and the expected lifetime value of satisfied members, enabling the development of effective budgets rooted in well-articulated objectives.

#### 4.2 Value Creation Modeling

A value creation model is a **strategic planning asset** that highlights relevant initiatives to meet stakeholder wants and needs, and then assists decision makers in balancing internal priorities and resource requirements against external clients’ needs. The model is extremely effective in clarifying benefits and their cost of acquisition for the association. The findings enable sound, evidence-based strategic planning decisions related to product development, positioning, marketing/communications and customer relationship management. In addition, the value creation modeling process engenders significant gains in cultivating a member-centric culture among association staff.



## 5.0 Facilitation

Ingenium Communications offers professional, bilingual facilitation services to help advance organizational objectives. We are recognized for our results-based approach to facilitation, which stems from a clearly established framework of objectives and outcomes.

Our facilitation philosophy is rooted in the premise that the most significant investment in a facilitated process is not in hospitality expenses, travel or consultant fees, but rather in the value of the finite resource of *participants' time, energy and ideas*. This drives a highly focused approach to **facilitation design and delivery** with a rigorous emphasis on results – building engagement, creating strategic plans, engendering creative ideas or driving consensus-based action plans.

We offer team retreats, workshops, consultations, events and strategic planning sessions.

## 6.0 Training

Ingenium's suite of training products enables clients to tap into our experience and expertise to help fuel their teams' performance. Our instructors offer a unique blend of practical industry experience combined with a track record of teaching at leading Canadian universities (graduate and undergraduate levels) and at national conferences. Each module includes opportunities for **hands-on learning** based on case studies from the client organization. Participants are equipped with practical tools, references and worksheets which help bridge the gap between training and practical application.

Workshops include:

- Membership Marketing and Communications
- Marketing Strategy
- Communications Strategy
- Designing a Communications Performance Indicator Matrix
- Creating a Message Map
- Value Creation Modelling
- The Communicator's Leadership Role
- Stakeholder Communications
- Customer Relationship Management
- Employee Communication and Engagement



## Principals

### **Caroline Kealey, B.A. Honours, M.A. – Founding Principal**

The founder and principal of Ingenium Communications, Caroline is nationally recognized as an expert marketing and communications strategist, trainer, speaker, and facilitator. Fluently bilingual, she has over 15 years of experience in her field. She brings a unique blend of communications, marketing, evaluation, training and facilitation expertise to all client projects. A trusted advisor to some of Canada's largest associations, Caroline has published nationally and internationally on topics such as web strategy, social media and results-based strategic communications planning.

### **Paul Tomascik, B.Sc.F., M.B.A. – Senior Strategist**

Paul's skill-sets span 18 years of dynamic marketing and communications applications and consumer and business-to-business analytics and research experience. He's a specialist in helping organizations structure customer valuation tools, predictive business models, profitability models and proprietary performance reporting methodologies. His marketing plans have helped numerous organizations develop and launch new brands, improve customer satisfaction scores and business results. Paul also teaches customer relationship management in the MBA program and strategic marketing to undergraduates at the University of Ottawa.

## Association Clients

Canadian Association for Advancement of Women in Sport  
Canadian Aquaculture Association  
Canadian Dental Association  
Canadian Federation of Independent Business  
Canadian Institute for Public Health Inspectors  
Canadian Medical Association  
Canadian Nurses Association  
Canadian Pharmacists Association

Canadian Public Relations Society  
Colorectal Cancer Association  
Communications Community Office  
Financial Management Institute of Canada  
International Association of Business Communicators  
OCRI  
Ontario Medical Association

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