



Strategy + Execution + Engagement

Strategic use of **original content** to engage with your industry.

“Quit blaming the goldfish. Our audience will make time to consume content that maintains their interest.”
- **Andrew Davis**, bestselling author and keynote speaker

Every association has a story to tell. Leading associations tell their stories through experiences and emotions, keeping these organizations on the forefront of the industries they serve. Creating exclusive, original content like **podcasts, video interviews, vlogs** and **newscasts** not only helps activate members and industry professionals through engagement, but also humanizes the overall association brand. But how does an association get started with generating innovative, original content? That’s where we come in.

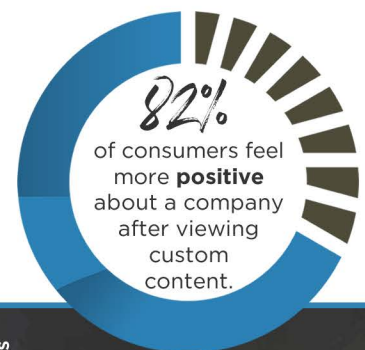
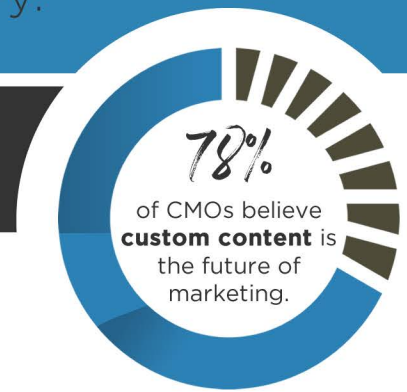
Features

Strategy - based on an association’s overall goals, we’ll develop a strategy focused on the right channels, taking the concept from inception to production to deployment to promotion.

Creative services - from storyboarding, script writing and hosting, to post-production visual elements and music selection, our team of creative experts handles it all.

Guest bookings - the right guest contributes to the overall success of exclusive content. Our team will find the most engaging industry professionals to be a part of your organization’s content series.

National - Visit our Texas-based studio or we’ll come directly to you. Our extended team is located across North America, making production easy and convenient for your association’s team.



Product Offerings

Enhancing an association’s news briefing with exclusive, original content builds trust with industry professionals. And, with a re-investment of non-dues revenue, many associations take advantage of a no-cost solution. Exclusive content offerings include:



Podcasts

Create an episodic audio series around a niche industry topic. Hosting provided upon request.



Newsdesk

Provide a weekly 2-minute video rundown of the week’s top industry stories with association commentary.



Interview Series

Activate your members by providing one-on-one video interviews with members and industry professionals.



Webinars/Virtual Events

Provide on-demand education to your membership, or industry at-large.



Looking to monetize your exclusive content initiatives? We have some ideas to share! Our strategists can tastefully integrate branded content into your exclusive content initiatives. And when needed, our consultative **digital sales team** is at your disposal, discussing opportunities with industry suppliers.

Your Dedicated Team

In partnership with your association, our team works hand-in-hand with your team with one goal in mind ... to produce a publication your organization can be proud of.



A dedicated **content strategist**, trained to learn your industry inside and out, mapping out a plan based on your association’s original content needs.



When needed, a seasoned **host** that understands how to ask the right questions, create ongoing conversations, and add entertainment to any podcast or interview.



An experienced **production team** that takes the content strategy from inception to post-production, providing a finished product to be excited about!



A **creative team** focused on storyboarding, script writing and post-production visual elements.

