

Nine ways Creative Association Management can help your association operate more efficiently

When looking to reduce your association's expenses or operate more efficiently, what better place to turn than an internationally recognized organization with over 20 years of experience in the concrete industry? Creative Association Management (CAM), is a charter association management company whose clients have received awards for outstanding certification programs, meetings, conventions marketing, newsletters, and publications. CAM has the unique ability to access the resources of an organization with 20,000 members and chapters around the world.

CAM can custom fit a solution to your association's needs—whether large or small, ongoing or one-time only. Nine of CAM's most popular services include:

- 1. eLearning production** – CAM is experienced in producing self-paced, interactive eLearning courses that can be delivered to customers over the Internet or via CD-ROM, based on content developed by a subject matter expert or taken from your association's existing technical content.
- 2. Publishing** – CAM currently produces more than 300 publications in a variety of digital and printed formats, including books, reference sets, CD-ROMs, PDFs, and new e-books designed specifically for mobile and tablet devices. CAM is able to publish your full-color monthly magazines (with or without advertising), symposium and conference proceedings, books, reference manuals, scholarly journals (including manuscript submission and review), newsletters, e-newsletters, and more.
- 3. On-site, on-demand publishing** – CAM has the capability to print publications, reports, and other documents (up to 76 pages in length) on site and on demand. Preprinted master covers are saddle-stitched around interior pages, making this an economical printing option that allows associations to maintain lower inventory levels.
- 4. Order fulfillment** – CAM has the capacity to manage inventory in a large, on-site warehouse, providing the ability to quickly turn around product orders. CAM has teams experienced in processing orders and payments, inventory tracking, and fulfillment.
- 5. Certification program development** – CAM offers its clients strategic/tactical consultation, including all aspects of program development and maintenance, workbook creation, program administration, and related support. CAM specialties include exam processing and directory creation/maintenance.



6. Convention, seminar, and event planning – CAM is able to provide clients with meeting support for conventions, conferences, seminars, meetings, trade shows, international seminars/conferences, special events, employee events, and live Webinars/meetings of any size. Services include site selection and research, contract negotiations, speaker management, corporate sponsorships, exhibit sales, registration processing, coordination of guest and technical tour programs, evaluations, expense tracking, and development of awards programs, among others.

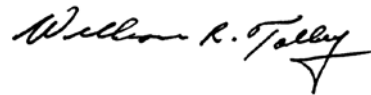
7. Customer service – CAM has experience with multiple member/customer databases, billing cycles, and membership structures and can use these related software programs with your association as needed. CAM embraces the opportunity to process orders quickly and can reach out to your members with dues statements, renewal notices, and other time-sensitive communications.

8. Internet and Web site operations – CAM provides numerous Web-based opportunities, including a Web governance system for committees, private document development areas with user-definable folders, online elections, committee member rosters (with e-mail capabilities), database-driven Web pages for chapters, certification administration, document archives, member directories, and an events calendar. Additionally, CAM can develop custom solutions regarding online forms, e-commerce, and search engine optimization.

9. Information technology (IT) services – CAM is able to provide IT management services, including network administration, system security, hardware maintenance, e-mail systems management, SQL server administration, and database design. Also available is custom software programming, credit card processing/integration, and Association Management Systems for membership and order processing.

Let's discuss further

In addition to the services detailed here, CAM is ready to work with your association's leaders to develop custom project specifications to suit your association's specific needs. Contact us to learn more or to request a proposal.



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