

**Conference Promotion**

## ASIS 46th Annual Seminar & Exhibits

**Background**

ASIS International is the leading organization for security professionals providing educational programs, professional certification, publications and conferences for more than 30,000 members worldwide. ASIS International has conducted an annual conference for more than 45 years with attendance reaching a peak of approximately 7,200 attendees in the mid-'80s, including 2,600 paid educational session participants, 3,500 exhibitors from 396 companies and 1,400 exhibits-only attendees. The organization marketed only to domestic members through its existing communications channels including its magazine and newsletter.

**JDG's Solution**

A comprehensive, integrated plan was developed and implemented that included marketing to non-member audiences domestically and overseas through a variety of channels, including direct mail, advertising, video, the organization's publications, its chapters and representatives worldwide and the media. The plan was started during the previous year's event to spark early interest while positive experiences were still fresh. The plan communicated a consistent message and theme of benefits and value through copy and graphics. Promotional brochures were distributed to more than 300,000 security practitioners through the purchase of lists from security magazines and publishers, advertising and media relations.

**Results**

Attendance has steadily increased to nearly 20,000 with more than 4,000 paid registrants, 8,000 exhibitors from nearly 700 companies and 5,000 exhibits-only attendees. In addition, media coverage of the event has increased 100%, including live broadcasts, *Good Morning America* and in-depth coverage of the exhibit floor by CNN, ABCNews and Nightline, as well as every major newspaper and most business magazines. ASIS International has developed other revenue sources based on increased participation, including conference sponsorships, publication sales and participation in pre- and post-conference programs.



*"Association requirements for projects are unique in terms of budget, time constraints and expected results. The professionals at JDG understand this and develop cost-effective solutions that work."*

Director, Marketing  
ASIS International