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Publications Catalog

ASIS Security Resources: Publications & Merchandise

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 had developed a small catalog of educational materials and reprints, including self-published materials and reselling of books published by other sources. Despite all efforts, catalog sales had peaked at \$12,500 in 1995.

JDG's Solution

With assistance from JDG Communications, the entire process of acquiring and developing materials, the catalog and other sales channels was evaluated, resulting in development of a stricter process and review guidelines for accepting materials for the catalog, and significant changes to the catalog, its reach and other sales opportunities. Publications were not accepted for resale without a predetermined discount based upon actual expenses to the organization, the inventory was expanded to include non-print materials such as CD-ROMs and the catalog was redesigned to highlight the best sellers and the most

profitable materials. The catalog was distributed by mail twice a year to a base of members and prospects, a Bookstore was set up and operated throughout the ASIS conference and small sets of materials were shipped to each educational program focused on the topic.

Results

Based upon steady growth and an expanding catalog with significant reach and exposure to members and prospects, catalog sales exceeded \$1 million in 1999 providing benefit to the members and cash flow and non-dues revenue to the organization.



"We had a catalog that worked, JDG used its experience and knowledge to make it work better . . . without increasing our costs."

Director, Marketing
ASIS International