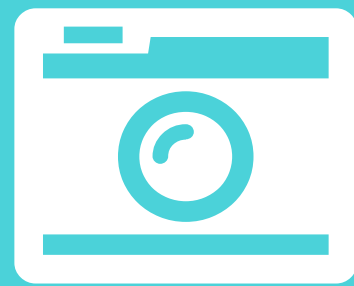


ISM 2016
AFFILIATE INITIATIVES





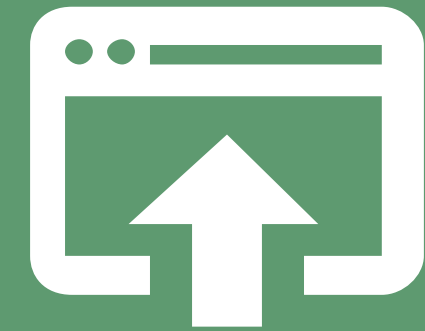
COMMUNICATION



MEMBERSHIP
MARKETING



NEW PRODUCTS



TECHNOLOGY

ISM AFFILIATE COMMUNICATION FOCUS

- 1 Communication/action item status
- 2 Corporate Program coordination
- 3 Affiliate Advisory Council



ISM AFFILIATE EXCELLENCE AWARDS



- 1 Simplified for 2015
- 2 Updated forms will be available mid-October
- 3 Affiliate Advisory Council to review and overhaul for 2016

ISM AFFILIATE MEMBERSHIP MARKETING FOCUS

ISM Funded Initiatives

Affiliate Membership
Acquisition & Win-
Back Campaigns

Affiliate Incentive to
Recruit
New Members

+

ISM Affiliate Support

Develop Value
Proposition
(Selling the value of
affiliate membership)

Individualized
Member Marketing
Campaign

ISM AFFILIATE NEW PRODUCT FOCUS



Tools & Templates



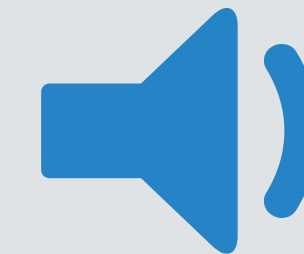
Shared Revenue



Mastery Model™ Assessment



Research



Podcasts

ISM AFFILIATE DATA & TECHNOLOGY FOCUS



- 1 Affiliate Resource Portal
- 2 Career Center
- 3 Website refresh/AMS upgrade

ISM AFFILIATE

UPDATES SINCE MAY 2015

Domain Change to
instituteforsupplymana
gement.org

Affiliate Resources

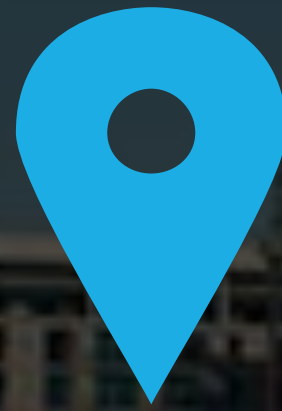
Moving to the new
Affiliate Membership
Portal

Affiliate Resources –
Affiliate Management
Tools – Affiliate Online
Membership Reporting

Online Usernames

ISM Website and
database will be
down from the
evening of October
21st to October 26th.

THANK YOU



ISM

2055 E. Centennial Circle
Tempe, AZ 85284



OUR PHONE

800.888.6276



OUR WEBSITE

www.instituteforsupplymanagement.org