

Associations, Member-based Organizations and Industry Groups



Z Corp
PR & DIGITAL
www.zcorppr.com



The RIGHT Team for Your Association

Association Growth. Member Engagement. Event Success.

Strategic communications, PR, digital marketing and content designed specifically for associations, member-based organizations and industry groups.

We combine the expertise and strategic thinking of a large agency with the responsiveness and personalized attention of a boutique firm.

Our team understands the unique challenges associations face, from member engagement and leadership communications to industry advocacy, sponsorship visibility, and event promotion.



We Understand Today's Association Challenges



Membership
recruitment



Member retention



Event attendance



Volunteer
engagement



Demonstrating
Sponsor ROI



Industry visibility



Content creation
demands



Limited internal
resources

Associations are expected to do more than ever before, often with limited staff and budgets.



Results We Deliver

Strategic communications and marketing that drive measurable impact for your association.



Increase membership



Improve event registrations



Strengthen sponsor visibility



Grow social engagement



Expand media coverage



Position industry leaders as experts



Support advocacy initiatives



Enhance member communications



Stronger engagement. Greater visibility. Measurable results.
Helping your association grow, lead and make an impact.



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Why Our Association Experience Matters

Associations aren't traditional businesses.

They require communications strategies that balance the needs of:

- Members
- Sponsors
- Boards & Volunteer Leaders
- Conference Attendees
- Industry Stakeholders
- Education & Certification Audiences

Our team understands the unique dynamics of membership organizations and develops communications strategies that strengthen engagement, increase visibility, and deliver measurable value to members and stakeholders.

Experience Supporting:



Mission to Care. Vision to Lead.



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CASE STUDY

ISITC Securities Operations Summit: Always-On Social That Delivered

Early promotion laid the foundation.

A focused 6-week window is where the momentum accelerated.



PRE-EVENT

Build Demand



- Key event info & important dates
- Sponsor highlights and opportunities
- Promoted all general sessions
- Spotlighted high-profile breakout sessions



LIVE EVENT

Amplify in real time



- Capture on-site energy
- Shared session highlights & photos
- Posted daily recaps to extend reach beyond attendees



POST-EVENT

Extend the conversation



- Continued recaps for 2 weeks after
- Shared key takeaways & insights
- Sustained engagement long after the Summit

THE RESULTS

6-WEEK PEAK PERFORMANCE WINDOW
(3 WEEKS PRE + 3 WEEKS POST)



47

TOTAL POSTS



20

REPOSTS



43,349

ORGANIC IMPRESSIONS



1,177

REACTIONS



17

COMMENTS



THE TAKEAWAY

Consistent content before, during, and after the Summit kept ISITC top of mind, extended the event experience, delivered strong engagement across channels, and drove significant audience growth, resulting in more than 220 new LinkedIn followers following the event.



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CASE STUDY

OpenFog Consortium & Fog World Congress: Expanding Reach, Sponsorships & Industry Visibility

Z Corp PR developed and managed a comprehensive public relations and digital marketing campaign to increase visibility, sponsorships and attendance for the Fog World Congress



PRE-EVENT Build Awareness

- **Media Outreach:** Secured more than 16 media sponsors
- **Press & Publicity:** Produced monthly press releases highlighting speakers, sponsors and program
- **Sponsorship Promotion:** Promoted sponsorship opportunities across digital channels



EVENT PROMOTION Drive Registration

- **Organic Social Media:** Consistent presence across LinkedIn, X and Facebook
- **Paid Digital Advertising:** Targeted campaigns on Facebook, X, LinkedIn and Google Ads
- **Content Marketing:** Articles, speaker features and event updates



INDUSTRY VISIBILITY Extend Reach

- **Media Relations:** Secured feature placement and event coverage
- **Sponsor & Partner Spotlights:** Highlighted sponsors to extend visibility
- **Post-event Coverage:** Recapped key moments and extended impact beyond event.

THE RESULTS



16+
MEDIA
SPONSORS



8M+
PRESS RELEASE
DISTRIBUTION



10M+
MEDIA REACH



64K
X IMPRESSIONS



200%
INCREASE IN SOCIAL
IMPRESSIONS



50K+
FACEBOOK
REACH



THE TAKEAWAY

An integrated PR and digital marketing campaign significantly increased event visibility, secured top-tier media and sponsorships and drove attendance and engagement.



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Trusted by Leading Organizations



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Our Services. Your Goals.

Integrated communications and marketing solutions designed to achieve what matters most to your association.



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GROW

Attract the right audiences and grow your **membership.**

- Membership campaigns
- Recruitment initiatives
- Digital advertising



ENGAGE

Build meaningful connections and strengthen member **engagement.**

- Social media
- Newsletters
- Content creation



PROMOTE

Increase visibility, drive participation and showcase **value.**

- Events
- Sponsorships
- PR & media relations



LEAD

Position your association and leaders as trusted **industry voices.**

- Thought leadership
- Executive visibility
- Strategic communications



Z Corp - Your Association Marketing Partner



- **Large Agency Expertise**
Decades of experience
- **Boutique Agency Service**
Direct access to senior team
- **Association Understanding**
We understand membership organizations
- **Fully Integrated Support**
PR + Digital + Content + Events
- **Flexible Partnership Model**
Customized to your goals and resources

321-213-1818 / info@zcorppr.com / www.zcorppr.com

