



**Company:** Total Excellence in Association Management (TEAM) [Formerly Specialty Society Management Services (SSMS)] a division of the Pennsylvania Medical Society (PAMED)

**Entry Topic:** Corporate Branding

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**Overview:** This summary will review how the Association Management department of the Pennsylvania Medical Society (PAMED) was able to successfully reorganize and rebrand the department over the last 12 months. TEAM was able to identify various problems within the culture and the brand, determine solutions, and execute a plan which drove results and increased business.

**Research & Planning:** First, we started with identifying our target audience. Part of any good marketing strategy is to develop a target market and potential markets. TEAM looked at what we do best and what areas we are likely to succeed. Through collaboration with other industry experts on staff, the TEAM Marketing and Communications department established our association industry targets.

Once we had an idea of our audience and who we wanted to prospect, we researched our competitors to acquire norms and come up with creative new ideas that other association management companies (AMC's) had not thought of yet. We also utilized articles and blog posts from reputable association management organizations, as well as, information from the AMCI marketing and communications conference, to ensure we were using the most up-to-date and innovative marketing theories. Through this research it was validated that experiential marketing was our focus.

After researching similar AMC's, we then turned the magnifying glass on ourselves. It was determined that our brand was holding us to medical specialties, even though historically we have been successful in other industries. We were virtually invisible to business prospects due to TEAM's services buried on the PAMED website, lack of social media, and no presence of our existence through a simple google search.

The research made it evident that TEAM needed to increase our visibility to prospects by:

- Rebranding to be more marketable to organizations that were not in the medical space
- Develop a social media presence to create an informative experience for our clients and prospective clients and position us as experts in the industry
- Develop a new, interactive, website that optimized SEO and increase our Google search results listing

The next phase in our process was to plan, in order of importance, which issue to tackle first. It was obvious that we needed to start the process with rebranding our department. Since we already had a name for ourselves in the medical specialty field, we wanted to ensure our brand would allow us to cast a wide net to other industries. With strict budgetary restraints and a team of only two individuals the odds were not in our favor. Fortunately, for our department the two Marketing and Communications Specialist, are incredibly talented, creative and efficient. TEAM persisted and developed obtainable

goals with the understanding of our limited resources. Overall, the only expense that impacted our budget was staff time.

**Goal 1:** Create a brand that implies PAMED and TEAM are not separate, but complimentary to each other and provides a happy, healthy and fun experience while working with TEAM, within a 3-month timeframe.

**Objective 1:** Utilize PAMED's complimentary colors from their branding to achieve cohesion and not separation.

**Objective 2:** Create a name that has an easy to remember acronym, that speaks to what we do and is memorable.

**Objective 3:** Ensure our brand exudes our culture through a fun concept

**Execution:** We started the execution phase by describing our goals and objectives to the entire department staff. It is important to TEAM that everyone is involved in the rebranding process. Our hope was to truly capture the personality and culture of our department. Once announced, we requested that staff submit creative and innovative ideas for the new department name that captures a theme. These names were reviewed by PAMED leadership and other AMC experts before ultimately deciding on Total Excellence in Association Management (TEAM). Our new name was determined to position us as experts while differentiating us from competition and making it possible for our staff to provide a unique and fun experience to prospective clients.

Our in-house graphic design expert created dozens of potential logos and color schemes for our rebrand. Again, these options were reviewed by PAMED marketing experts and leadership, experts in association management, and compared to our main competition before our current logo (seen at the top of this document) was determined. This brand can be found cohesively across all TEAM materials including our website, social pages, google listing, blog, print materials and proposals. The brand is determined to differentiate us from the competition but also provides a professional and memorable experience for prospective clients. The brand was also able to set us up for success when it came to designing our website, social pages, blog, print materials, proposals, and more. You will find a cohesive and recognizable brand on any material produced by TEAM.

**Results/Evaluation:** The rebranding of our department has elevated our department to be competitive within the Association Management Industry. Prior to rebranding, our department only added one new client to our portfolio and three clients had fallen off within one year. Since we have implemented our new branding, along with creating a social media presence and the addition to our website, TEAM has gained new business. TEAM was able to close over \$20,000 in added revenue and currently has \$1,945,000 in proposals out for bid. TEAM was also able to increase our web visibility exponentially, with our organization now popping up on google as the fifth result when searching "association management Harrisburg," the eighth result when searching "association management Pennsylvania," and on the first page of google when searching the general term "association management."

**Support Materials:** Please visit our website at [www.winwithteam.com/keystone-awards](http://www.winwithteam.com/keystone-awards) to view our support materials. Please review our website as one of the support materials.