



Association Media & Publishing ANNUAL MEETING

The Future of Association Publishing

June 16: 3:00 pm – 4 p.m.

JUNE 14–16, 2010

Capital Hilton Washington, DC



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A discussion of communications trends,
the challenges and opportunities ahead for
association publishing –
and 8 concepts for future success



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Media Trends and Communications Dynamics

“Audiences struggle with information overload!

Multiple media [entities] – via many platforms – constantly bombard audiences with messages.

The challenge: Delivering the right messages, through the right channels, to the right people.”

- Nielsen Company, 2009



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Media Trends and Communications Dynamics

“What will media look like in the future?”

It will be organized around an audience and not a platform.

Sure, everyone’s been acknowledging that it’s not about [individual] platforms, but most media [operations] are still structured as if that’s exactly what it is about.”

- *Advertising Age, 2009*

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Media Trends and Communications Dynamics

Is Print Dead?

“Print is not dead. Print is where words go to die. Too many of the ideas trapped on pages end up, at best, in unused archives or, at worst, in recyclers' pulp, when they should be online: searchable, discoverable, linkable, part of the conversation. The medium is meaningless. Media define themselves by the pipes that feed them but the public does not.”

- Jeff Jarvis, writing in *Fast Company*



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Media Trends and Communications Dynamics

Is Print Dead?

“For the first time, marketers spent more in 2009 in Internet advertising than in magazines.”

- New York Times, 2010

“By 2013 three elements of old media – newspapers, radio, and magazines – will take in 41% less in ad revenue than in 2006.”

- Media investment banking firm Veronis Suhler Stevenson, 2010



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Media Trends and Communications Dynamics

Is Print Dead?

“The number of magazine users has grown over the past five years at a higher rate (+5.7%) than the number of users of all other media except for the internet.

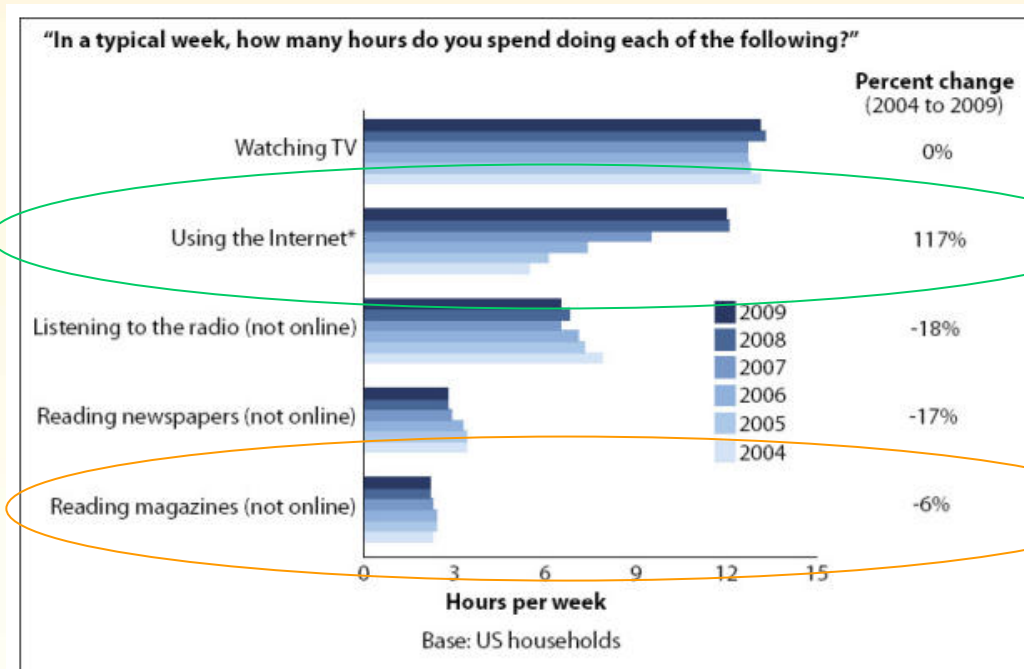
In fact, the increase in magazine users over the past five years exceeded the growth rate of the total adult population (+4.8%).”

- Mediamark Research & Intelligence, 2009

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Media Trends and Communications Dynamics

Is Print Dead?



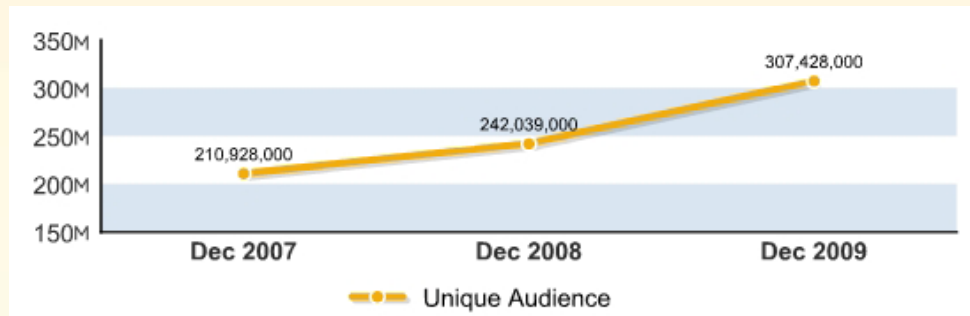
(Credit: Forrester via North American Technographics Benchmark Surveys)

Despite the rapid growth of audiences' time commitments to Internet sources, the commitment of time to magazines has only moderately declined

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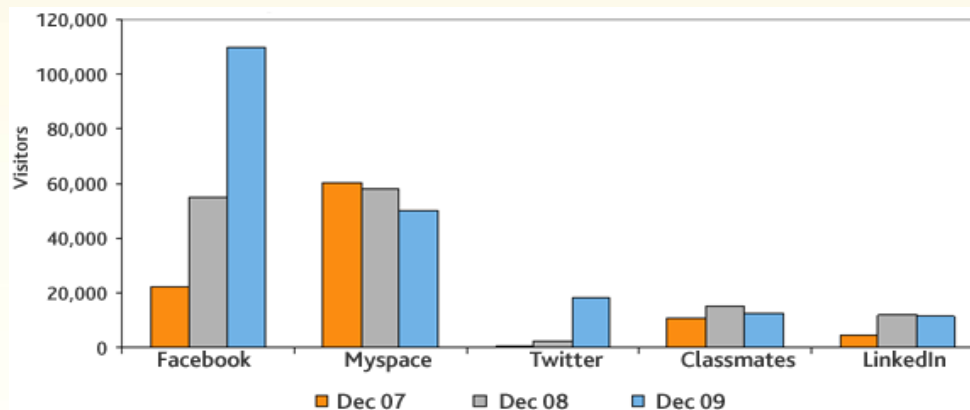
Media Trends and Communications Dynamics

Global web traffic to social networking sites



Audiences commitment to and embrace of social networking has been profound, accelerating overall commitments to internet-based information and interactive dialogue

US social networking visitors (000)



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Media Trends and Communications Dynamics

Communications Mobility

Blackberry unit sales 2009: 34.1 million

iPhone unit sales 2009: 25.1 million

No. 1 free news app downloaded by iPad owners

– Zinio Newsstand Reader

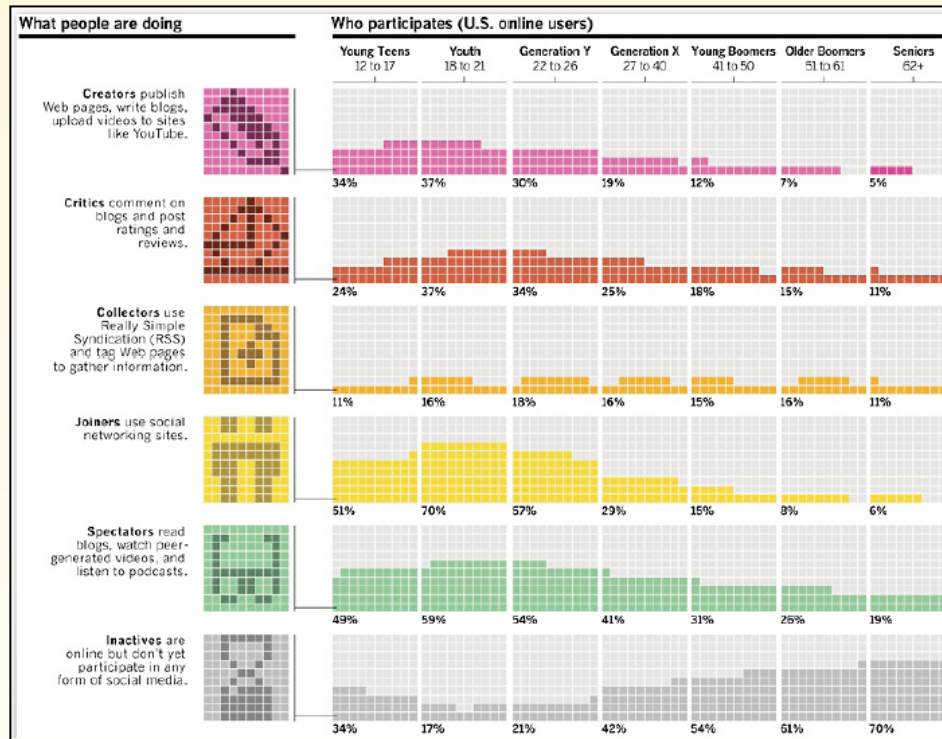
By the end of 2014, the US user base of e-readers will have grown aggressively to nearly 45 million, and the market for all categories of content sold for these devices will have increased to approximately \$10.86 billion. And, by 2020, this e-reader content market will have risen to more than \$33 billion.

- mediaIDEAS, 2010



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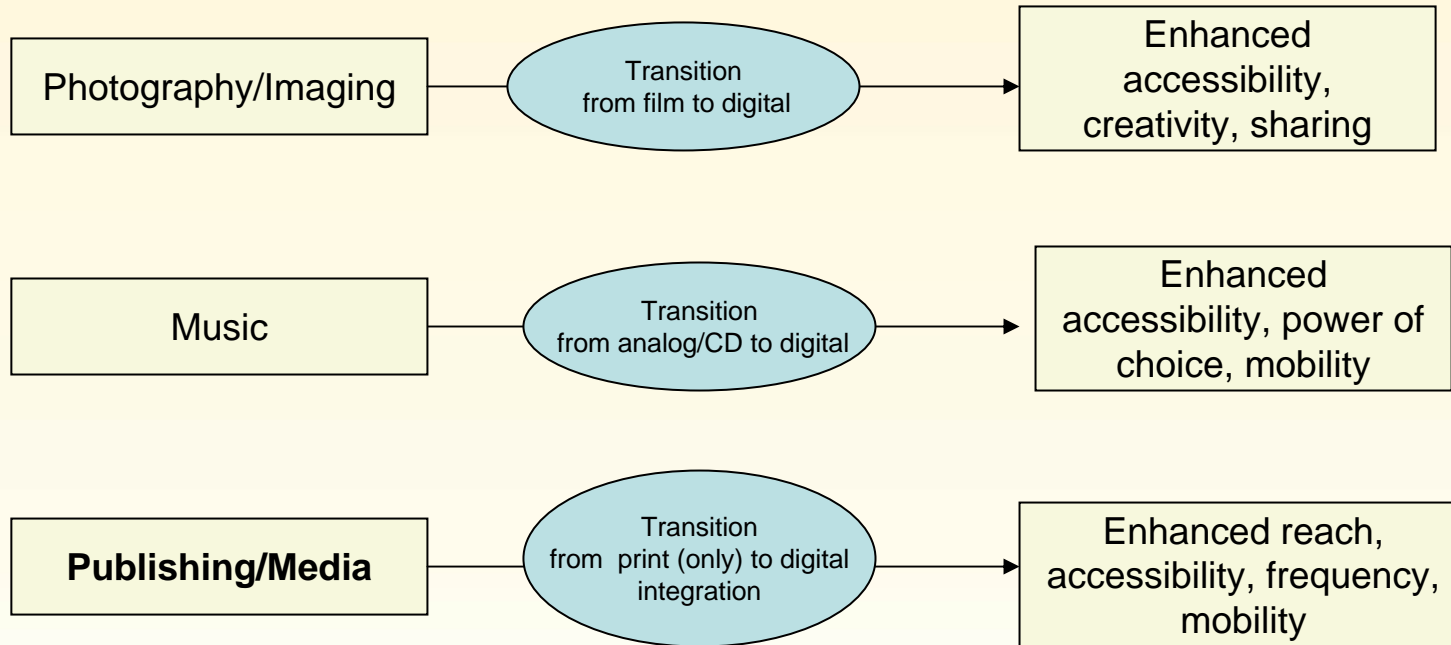
Media Trends and Communications Dynamics



For the present, generational issues continue to significantly impact audiences use of new media and social media

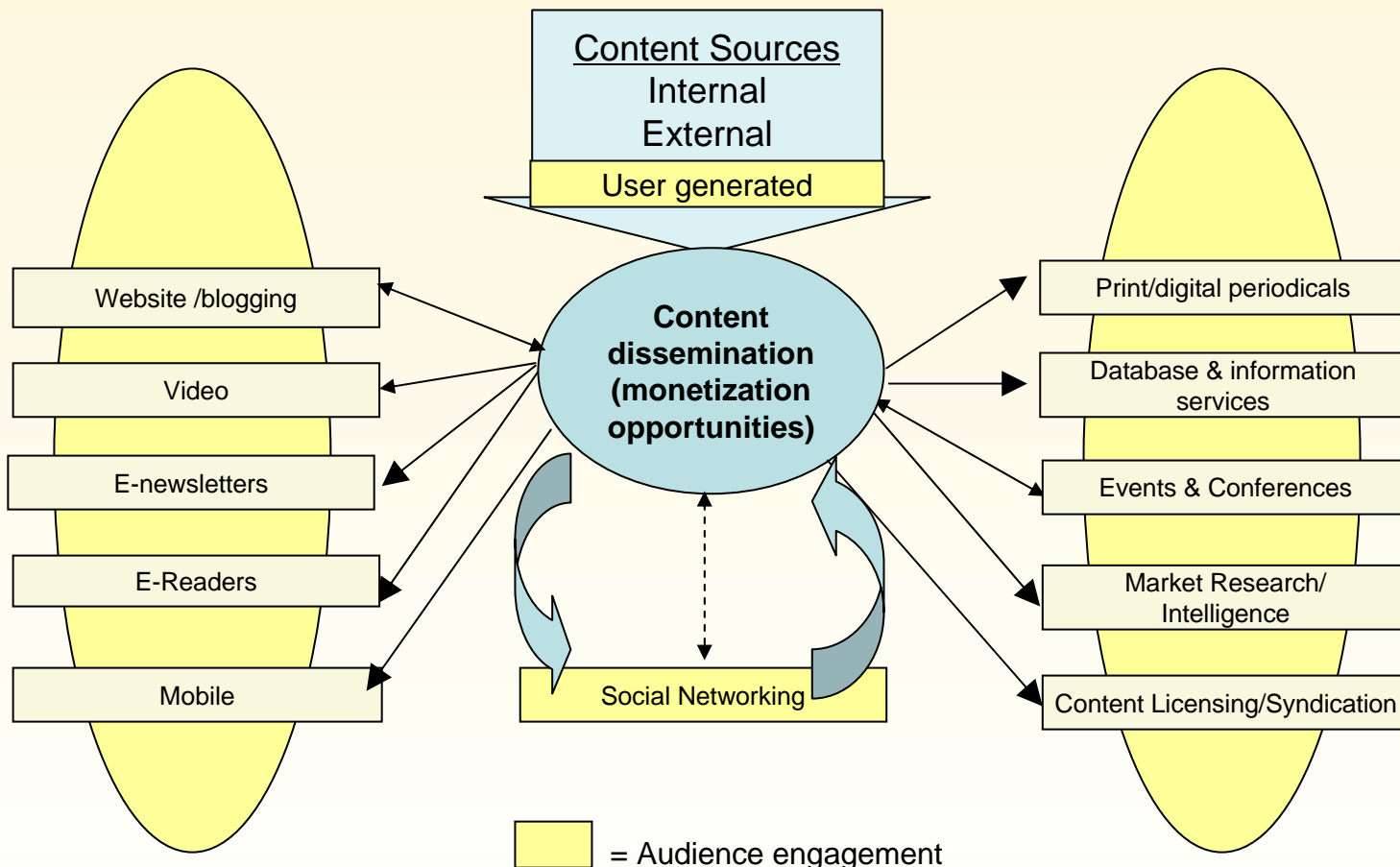
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Media Trends and Dynamics: Three Examples, One Theme



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The Future: Media-Neutral, Targeted, Two-Way Communications (and yes, the Present)



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Leveraging the Unique Strengths of Associations

Associations and organizations have, and can leverage, profound media strengths (that commercial media would simply die for)

- Definable, like-minded target audiences and constituencies
- Deep relationships and levels of loyalty and trust among members, readers, and constituents
- Recognition and established respect for your brand
- Audience appetite and expectation (double-edged sword) for targeted information with specific and tangible professional and/or personal development value
- Advertisers/sponsors view associations favorably as contributors to the served sectors and true partners



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8 Concepts for Future Communications Success

1 – It's About Engagement

The communication and relationship expectations of audiences and constituencies have profoundly changed – and will most likely continue to rapidly evolve, driven by emerging technologies and channel capabilities.

Embrace and utilize the appropriate range of communications tools and channels to develop *breadth, frequency of contact, depth, and interaction* – and to *develop two-way, like-minded community relationships* with your members and key constituencies.



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8 Concepts for Future Communications Success

2 – Know Thy Audiences and Their Needs

One media solution clearly does not fit all audiences.

The professional demographics and generational attributes of your audience will influence what mix and weight of media channels is appropriate; their information needs and expectations will define content served across those channels; their diversity (and your mission) will define who you target with what information. Know your audience now – and know what your audience will look like in future years.



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8 Concepts for Future Communications Success

3 – Have a Strategic Plan *and* Generate Actions

Define your strategic communications goals and deliver organizational/mission ROI.

Build a communications strategy, stay true to the strategic purpose of your communications initiatives, and measure results. Employ communications to inform, influence thinking, and *generate specific desired actions* among each of your constituencies, including members, advocates, sector influencers, legislators, regulators, funders, the media, et al.



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8 Concepts for Future Communications Success

4 – Assure Content Alignment and Relevance

Content is still king – but now and in the future it is and will be about *content in context*.

Deliver targeted content with clear tangible values that is aligned with organization objectives and has *specific relevance to each segment* of your constituencies. Use content to inform, build deeper relationships, and deliver and demonstrate professional and/or personal value.



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8 Concepts for Future Communications Success

5 – Build and Deploy a Content Hub

Quality content remains a precious, finite, (and expensive) resource – *optimize its use across integrated channels.*

Develop and flow content from multiple internal and external sources (including your constituents) through a hub to be delivered via multiple media channels.

Extend reach and establish frequency of contact with digital, deliver depth of information with print, participate in and interact with the community via social and events.



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8 Concepts for Future Communications Success

6 – Explore Strategic Alliances

It is no longer a go-it-alone, insular world.

Prospective content and business alliances and partnerships can enhance reach, leverage, and impact – and build and expand media-based revenues. Your “competitor” may now become your friend.



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8 Concepts for Future Communications Success

7 – Project and Protect the Brand

Your brand is invaluable. Use of multiple communications platforms allow that brand to be projected widely and become more visible and recognized – but comes with fundamental risks that you'll lose control of consistent brand visuals and messaging. Extra care and attention to managing your brand is critical.



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8 Concepts for Communications Success

8 – Monetization is Good (and Ever More Important)

Mission and margin need not be at odds.

Leverage your business relationships across the served sector. Build diversified and sustainable revenue sources across each communications channel and do so in a manner that *integrates those offerings* into “marketing solutions” for your clients. Monetizing your media and event platforms will offset a probable decline in traditional (print advertising) revenues, contribute toward organizational financial performance, and position your organization as a valued marketing partner in your served sector.



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“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.” – *Charles Darwin*

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