

Meetings Division

powered by **NASBA**



NASBA

“The basic building block of good communications is the feeling that every human being is unique and of value.”



GREETINGS

Over the past century, NASBA has hosted a variety of professional meetings and conferences for state boards of accountancy, CPAs, national associations and various accounting organizations across the country.

NASBA has earned a solid reputation for planning and hosting effective meetings, along with the associated services that enhance the meeting experience. In recent years, all aspects of meeting planning and execution have been managed by NASBA's Communications Department staff.

Our talented team of professionals offers a variety of services including: logistics and planning, marketing and communications, graphic design and audio visual support. Having planned and managed hundreds of events each year, the communications team members are known as meeting and event planning experts.

In response to the increasing number of requests to coordinate meetings for external organizations, it seemed logical to formally launch the NASBA Meetings Division.

The Meetings Division is a for-profit subsidiary of NASBA established to plan and execute conferences and events for external organizations, supplying them with a one-stop-shop solution for their event planning needs.

We invite you to browse The Meetings Division Web site to explore the wide array of services available to assist you and your organization in hosting a successful conference or special event. Feel free to contact our team directly at 615.880.4237 to discuss your meeting needs.

We look forward to planning your next event!

GRAPHICS & DESIGN

To compete in today's environment, it is imperative that all print and electronic materials portray a polished and professional image. Our strengths in the graphic design arena allow us to create top quality materials that will enhance brand identity and stand above the competition. Our team members will work closely with you to enhance current materials and create new ones to convey the highest degree of professionalism for current and future clients. If you are in need of a simple electronic promotional piece or an intricate annual report, we can assist you with the layout, design, content and final production. If budget limitations are a concern, our in-house printing can help. The NASBA Document Solutions Center is capable of printing your professional documents in-house at a fraction of the cost of other outside print shops. Here are a few of the items currently designed and produced by the graphics team:

- ◆ Logos
- ◆ Newsletters
- ◆ Annual Reports
- ◆ Direct Mail Marketing Pieces
- ◆ Print Advertisements
- ◆ Sales Presentations
- ◆ Web Site Design
- ◆ Professional Exhibits and Displays
- ◆ Promotional Materials
- ◆ Postcards
- ◆ Binder Covers
- ◆ Business Cards
- ◆ Sales Slicks
- ◆ Flyers
- ◆ Email Announcements
- ◆ Holiday Cards
- ◆ Conference Materials
- ◆ Trade Show Banners/Promotional Stands



MARKETING & COMMUNICATIONS

Marketing and enhancing the image of your product, along with improving quality, should be a top priority. The marketing team is here to assist you increase market share, product visibility and revenue. This is achieved through market research and product analysis, implementation of tailor-made strategic marketing plans and continued reevaluation of product road-maps to keep ahead of the continually changing market. Jay Conrad Levinson, a world renowned marketing genius, noted, "Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely." We promise to create a results-driven marketing program for your line of business or conference that delivers a return on investment far higher than if you piecemeal your marketing efforts. Our marketing team can assist you with the following marketing and communication services:

- ♦ Strategic Marketing Plans
- ♦ Brand Enhancement
- ♦ Market Research and Analysis
- ♦ PowerPoint Presentation Design
- ♦ Art Direction
- ♦ Sign-Up Screens and Mailing Lists
- ♦ Product Demos
- ♦ Video Testimonials
- ♦ Media Buying
- ♦ Customer Relationship Management (CRM)
- ♦ Direct Mail Marketing
- ♦ Internet Marketing
- ♦ Publicity
- ♦ Survey Creation
- ♦ Advertising
- ♦ Vendor Collaboration
- ♦ Copywriting
- ♦ Web Architecture





CONFERENCE SERVICES

With years of proven meeting planning expertise, the Meetings and Conferences Division can assist you with all of your committee meetings, conferences and trade shows. "I wish all meetings were as great as NASBA meetings," exclaimed a past chair of the organization. Throughout the years, hundreds of our members and fellow accounting organizations have been extremely complimentary of the special care, precise planning and execution of our meetings and conferences. Specializing in the areas of site selection, contract negotiation, vendor selection, event management and trade show exhibiting, there are numerous ways we can assist you with your meeting's needs.

- ◆ Site Selection/Contract Negotiation
- ◆ Registration Management
- ◆ On-Site Management
- ◆ Venue Management
- ◆ Exhibition Services
- ◆ Materials Management
- ◆ Promotions Management
- ◆ Travel Services
- ◆ Audiovisual Services
- ◆ Video Services
- ◆ Marketing Management
- ◆ Promotions Management
- ◆ Graphic Design
- ◆ Materials Management
- ◆ Printing Services

VIDEO SERVICES

General Electric uses the reputable slogan, "We bring good things to life." If our video team used a tagline, it would be, "We capture life and make it look its best." Using video editing techniques such as motion graphics, animation and voice-over transforms an ordinary event into a multimedia experience. There are an untold number of ways video can be used to enhance and promote products and services. Whether the goal is to capture an event for educational purposes, send a video to clients promoting a trade show or create a product demo for use on the Web, the video team can propel you above the normal methods of promotion. Below are the various ways our video team can promote your product or service:

- ♦ Training Sessions
- ♦ Educational Meetings
- ♦ Conferences
- ♦ Commercials
- ♦ Public Service Announcements
- ♦ Product Promotion
- ♦ Service Description
- ♦ Tribute and Specialty Videos
- ♦ Professional Voice-Over
- ♦ Script Writing
- ♦ Photo Shoots
- ♦ Web Promotions
- ♦ Conference Recording
- ♦ Video Editing
- ♦ Promotional Video
- ♦ Video Hosting



KEY PERSONNEL

Thomas Kenny, Director of Communications - With more than 17 years of marketing, public and media relations, conference planning and association management experience, Tom joined NASBA in April 1992. As a long time member of the Communications Department, he has served as NASBA's Communications Specialist, Meeting and Conference Manager, Director of Public Relations and since 2002, Director of the department. Serving in various roles throughout his career at NASBA has afforded Tom the opportunity to work directly with many of the departments, gain a clear understanding of their products, know the market competition and see first-hand the vast growth and maturity of NASBA's programs and services—all critical components of effective marketing and brand strategy. Prior to joining NASBA, Tom worked in the public relations arena for such names as KPMG accounting firm and Edelman and Associates, the world's leading independent PR firm. A graduate of S.U.N.Y. Geneseo with a B.A. in Communications and Public Relations with a minor in Economics, Tom also holds an M.B.A. in Marketing from Middle Tennessee State University.



Lori Curd, Meeting and Conference Coordinator - As Meetings Coordinator, Lori oversees, plans and executes all of the Meetings Division and NASBA conferences, Board of Directors meetings, committee meetings and special events. Organizing these events includes logistics research and site selection, contract negotiation, registration, hotel room block monitoring, budget management and on-site performance. One of the most satisfying parts of her position is traveling to sites and seeing it all come together. Prior to joining NASBA, Lori was the sole owner of Infinite Events, a private event planning firm where she implemented a marketing plan for her company and managed the marketing efforts for her clients. With more than eight years of event planning experience, Lori received her degree in Management from Purdue University.



Cassandra Gray, Communications Manager - With more than 10 years of experience, Cassandra oversees all The Meetings Division's marketing and communications. Cassandra is responsible for managing the production of all print and e-publications, enhancing media relations, developing web content, defining the brand strategy for the organization. A Nashville native, Cassandra attended Tennessee State University where she received a B.S. in Communications. Prior to joining NASBA, Cassandra worked as SE Region Client Manager with INROADS, Inc. In addition to her professional pursuits, she is passionate about community outreach by volunteering with the Nashville Rescue Mission, Home Mission Haven, Metro Public Schools and CABLE-Athena Awards Program.



KEY PERSONNEL (CON'T)



Anthony Cox, Graphic Designer - Joining NASBA in August 2005, Anthony is an expert in graphic design. His design portfolio includes, but is not limited to: promotional materials newsletters, postcards, advertisements, emails, books, annual reports, brochures and conference materials. Prior to joining the Meetings Division, Anthony utilized his marketing expertise at America Service Group where he crafted proposals and promoted inmate health care through advertising campaigns featured in various print publications. Anthony began his career at the Tennessean as a page design and layout specialist. Anthony is an alumnus of Tennessee Technological University where he earned a B.S. in English-Journalism.



Katrina Mitchell, Graphics Specialist - Katrina Mitchell joined the organization in October 2007. Prior to joining NASBA, Katrina gained seven years of design experience working in the advertising specialty business and with the Nashville Rescue Mission (NRM). As the sole designer and key member of the development team at NRM, Katrina was responsible for the creation and production of the mission's newsletters, brochures and advertising campaigns—all used to promote awareness of the Nashville Rescue Mission. Katrina holds a B.F.A. in Graphic Design from Austin Peay State University.



Ryan Hirsch, Videographer - Ryan joined NASBA in 2004. Prior to joining the team, he worked for the WB Network in Atlanta, Georgia on the Emmy Award Winning talk show "ATL Insider." During that time span, he served as a production assistant for MTV-U (Viacom) and worked as an extra on the set of the box office hit "Stomp the Yard." At NASBA, Ryan oversees all video production, the gamut of audio/visual needs for The Meetings Division, CPT and CPE conferences (lighting, audio recording, CD and DVD creation) and works closely with IT and IS programmers to continually improve and enhance NASBA's Web site. A graduate of Clark Atlanta University where he majored in Mass Media Arts with a concentration in Radio, Television and Film, Ryan also works in the music industry as an aspiring spoken word recording artist.



Brochures ♦ Annual Reports
Binder Materials
Presentations
Publications ♦ Postcards
Web Design ♦ Photography
Logo Design ♦ Email Design

Market Research & Analysis
Marketing Plans ♦ Advertising
Emails & Enewsletters
Product Demos
Press Releases
PowerPoint Enhancements
Online Surveys



Site Selection ♦ Menu Selection
Contract Negotiations
Registration Deployment
Room Mgt. ♦ Off-Site Events
Meeting Materials
Promotional Items

Video Creation ♦ Taping Services
Editing ♦ Commercials
Specialty Video ♦ Web Sites
Video Conferences ♦ Production
Online Videos ♦ Image Captures

