



IAPA- new marketing materials for members

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IAPA CEO



Contents...

- IAPA Team



Joy Lord
Events Manager &
Executive Assistant to
CEO



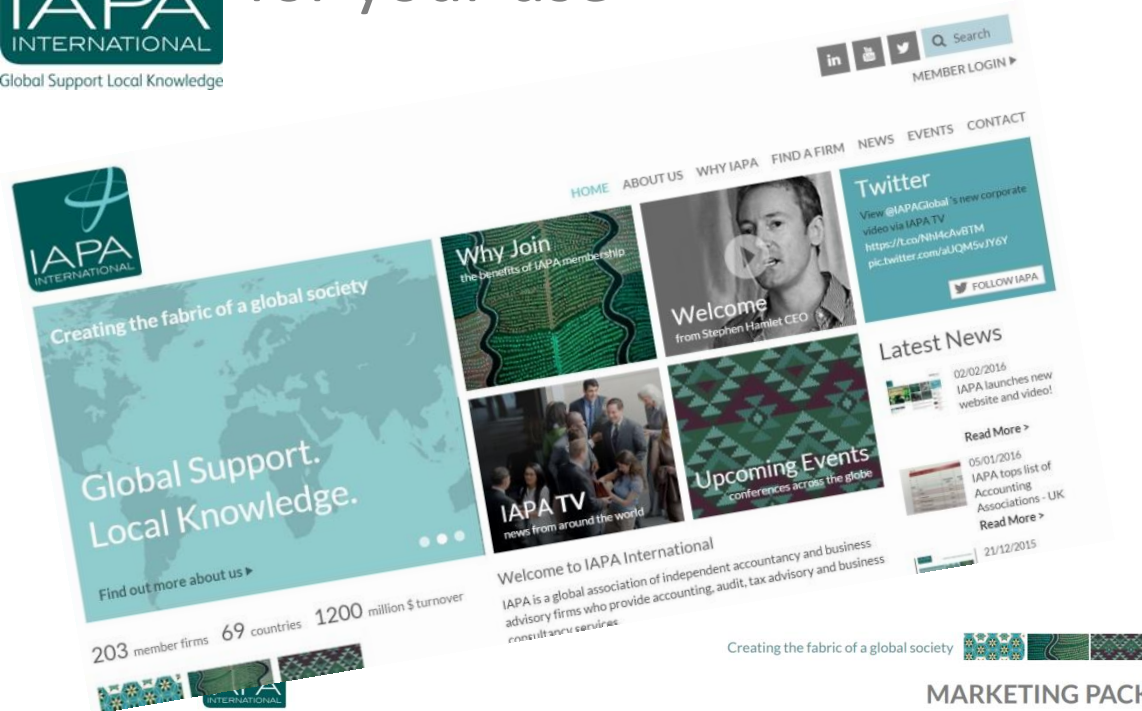
Kimberley Muir
Finance
Manager



Louise Norbury
Head of
Communications and
Member Services

- Introduction to new marketing tools (Website + Portal, Marketing Pack, Social Media, Newsletter, App.)
- Roundtable discussions
- Summary from tables

IAPA marketing tools for your use



MARKETING PACK

NEWSLETTER

The IAPA quarterly newsletter is an excellent opportunity for members to share news about their firms or particular insights into service sectors or industry niches. This provides an opportunity for member firms to raise their profile within the association and increase chances of referral work. Please do send through any articles or updates to the Centre and we will include these in subsequent publications. Previous editions can be found [HERE](#).

KEY STATISTICS

- One of the Top 10 global associations
- Over 200 member firms, covering 300 offices, in some 70 countries worldwide
- Almost 40 years in operation
- Turnover of members of over USD 1.1bn

CASE STUDIES AND MEMBER TESTIMONIALS

Examples of how IAPA member firms have worked together to assist clients with their global business can be found [HERE](#). These may be particularly useful when pitching for new work.

OUR ONLINE COMMUNITY

We are active on [Twitter](#), [LinkedIn](#) and [YouTube](#).

BROCHURE

We have produced a short e-brochure that can be sent to your clients to explain your offering as a member of IAPA International. This can be found [HERE](#).

PRESENTATIONS

We have provided PowerPoint slides for inclusion where relevant in your presentations to promote your membership of IAPA International. These can be found [HERE](#).

PROMOTING IAPA ON YOUR WEBSITE

As a member, it would be advantageous to both the association and to your firm for you to have on your website:

- The IAPA logo
- Some text about the association:

IAPA International is one of the Top 10 global accounting associations and represents the combined strength of over 200

PUBLIC RELATIONS

If you are speaking to journalists, please mention your membership of IAPA International. Remember to include it in any information you provide with press releases.

If your firm gets any coverage in the press, please let us know so that we can promote this on the IAPA website and social media.

If you have any press releases that you would like distributed to relevant media outlets, please email these to [Stephen Hamlet](#).



Find out more about IAPA conferences/ events
Watch IAPA TV:



IAPA: the new branding concept

WEAVE:

To form by combining various elements into a connected whole.

To invent, construct or intermingle.

To create a structure or framework eg. ***'the fabric of society'***



Brand Inspiration

Multicultural
Global yet local
Connected
Social
Business-focused
Open
Knowledgeable
Understanding
Energetic
Leading
Forward-thinking
Inclusive
Passionate



www.iapa.net



CREATING THE FABRIC OF
A GLOBAL SOCIETY

Global Support. Local Knowledge.



Profile raising & new marketing initiatives



- New website and Members' portal (Demo)
- Social media   
- IAPA TV – 7 videos released (including Corporate video)
- New quarterly newsletters (*Dispatchwork*)
- IAPA Marketing Pack
 - One page summary, promoting membership of IAPA
 - Powerpoint slides for firms to promote their international business connections
 - Brochure
 - Social media – follow IAPA
- Member Communication
- Marketing forum (first one: Amsterdam – Feb 2016)

Why market your international affiliation?



- To differentiate your firm from local competition
 - To create a greater perception and to not feel alone (for staff and clients)
 - To demonstrate an additional source of knowledge
 - To benefit from knowledge sharing opportunities, enhancing your practice
 - Client pressure to be involved in an international network/association
 - Ability to target potential clients with ambition for global expansion
-
- Share ideas and share success stories – next newsletter JUNE
 - Get involved – Enjoyment – feeling part of future development
 - Motivate each other
 - Be aware of cultural differences / global calendars

General marketing discussions....



1. How do you market your membership of IAPA? (externally)
2. Promoting the IAPA brand within your firm. Knowledge sharing of global expertise, internal promotion of international affiliation. Do all your members of staff know about IAPA / promote international capabilities? (internally)
3. Have (and how have) you used the IAPA marketing tools since launch? If not, discuss ways you believe you can start to make the most of them.
4. Does your firm use social media and, if so, how do you monitor its success / are you following IAPA and each other on Twitter / connected on LinkedIn?
5. Are you aware of any clients who have come to you because of the way you are marketing your international affiliation?
6. What other unique marketing initiatives have you tried that have either failed or been successful?
7. How else can IAPA assist you in your marketing strategies?

General discussions on generating new business....



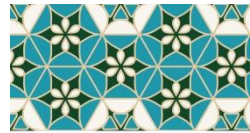
1. How do you differentiate yourself from the competition (specialisms and niches, for instance) and how do you market your USP (nationally and internationally)?
2. Have you created any unique relationships with intermediaries / associates that help generate new business (national and/or international)?
3. Do you proactively use the IAPA association to create new business opportunities? If not, what ideas do you have to discuss?

General discussions on generating new business....



- Approaching International law firms / attending networking events / Trade shows. Does this work?
- Establish referral relationships with Chambers of Commerce, Embassies etc. Success stories?
- Define and promote your international capabilities targeting foreign companies in your own country / domestic companies expanding overseas (website/brochures & all proposal documents). What is your successful marketing collateral? Can the IAPA new marketing materials help?
- Promoting niche services. Should IAPA act more as a facilitator to match firms up in terms of specialisms/niches?
- Networking at IAPA regional and international events. Host firm to arrange B2B meetings with IAPA members at conferences to facilitate local networking. Would this work for you?
- Competing at bottom end of Big 4 market, are you pushing hard for international clients, promoting 'partner-led' service and global connectivity?

Creating the fabric
of a global society



Thank you

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