

Members Guide to Marketing



International Association
of
Administrative Professionals



Members Guide To Marketing IAAP

- Be a professional. Your best tool in marketing both IAAP and yourself is the pride you take in your work, in your company, and in your profession. Lead by example, because actions speak louder than words.
- Keep an IAAP brochure and membership application with you at all times. Leave one in your desk and one in your car. The brochure is great for quick answers to questions; you can even use it as the outline for an impromptu presentation.
- There are many items imprinted with the IAAP logo. Have at least one displayed on your desk or in your office. When someone asks you, "What is IAAP?" -- be prepared with a brief description of our professional association.
- The day after your chapter meeting or any special event, make it a point to tell your boss about the meeting, citing at least one concrete idea that will make you more effective on the job. Your employer wants to know that IAAP helps improve the company's bottom line.
- Also, mention the meeting casually in conversation with other workers. You don't need to climb on a soapbox, but keep a general awareness about you that belonging to a professional association helps you in definite ways. When you share a tip, tell that it came from an IAAP meeting or from networking with another IAAP member.
- If you do not have the CPS or CAP rating, start working on it. Encourage co-workers to work toward the CPS or CAP rating. If you have achieved the CPS and/or CAP rating, display your certificate or pin with pride. Also, have a Certification brochure handy for anyone who is not familiar with your certification. This not only promotes the program, but also your stature within the company. Remind prospective members that attaining certification is *the* standard of excellence in the profession, but it is not required for IAAP membership. This seems to be a common misconception.
- Encourage your employer to be an associate member of IAAP. By working together, administrative staff, executives, and management staff can make a greater impact on the profession and on the business community.
- When your employer is seeking training materials, seminars, or any other programs and services that relate to the secretarial/office administration field, speak up. If you are not personally aware of what your chapter or division offers, call your elected representatives. Headquarters also can offer assistance. By helping your employer meet specific needs, your membership in IAAP can really be a bonus to the company.
- Leave your copy of *OfficePRO* magazine on your desk for others to see. Pass it around, or copy articles that you feel are of interest to your boss or to other workers.
- Be helpful to younger or less experienced workers who want to learn and grow into a career. When they are ready, invite them to a meeting or special event as your guest.

The International Association of Administrative Professionals

Talking Points: Who We Are and What We Do

History and Mission

- Founded in 1942 as the National Secretaries Association (NSA) to provide a professional network and educational resources for secretarial staff. Changed name to Professional Secretaries International (PSI) in 1981 and to the International Association of Administrative Professionals (IAAP) in 1998.
- Established the Certified Professional Secretary (CPS) program to set standards of excellence in 1951 and introduced the Certified Administrative Professional (CAP) program in 2001.

Mission, Objectives and Vision

- The IAAP **mission** is to be the acknowledged, recognized leader of administrative professionals and to enhance their individual and collective value, image, competence, and influence. The association's **objectives** are to elevate the standards of all administrative professions and to promote their working relationships with management through continuing education, local, regional and international programs, and publications.
- IAAP's **vision** is to inspire and equip all administrative professionals to attain excellence.

Association Structure

- A total of 40,000+ members and affiliates; 600 chapters; 36 regional divisions in six districts.
- International in scope – members and chapters in 66 countries.
- Non-profit organization classified by the IRS as a 501(c) 6 association.
- Governed by a 12-member International Board of Directors, elected annually by member delegates at the IAAP International Convention and Education Forum.
- IAAP owns and operates its headquarters building located in Kansas City, Missouri.
- IAAP has members in almost all *Fortune 500* companies, thousands in mid- to small-sized businesses, educational institutions, nonprofit organizations, and federal, state, and local governments.
- IAAP is not a union organization – we work in partnership with employers to promote excellence and lifelong learning.



Membership Benefits – For office staff AND their employers

Benefits to an individual:

- Local and international network of colleagues, trainers, experts and managers gives members essential information and insights on office trends and best business practices.
- The award-winning *OfficePro* [magazine](#), published eight-times a year, contains a wealth of information on new technologies, career development, productivity tips, office product reviews and other “news you can use.”
- [Seminars and conferences](#) – Annual events offering a wide array of educational workshops and hands-on training including the International Convention and Education Forum (summer) and Professional Education Conferences (spring). In addition, IAAP Districts, Divisions, and Chapters hold events and activities at various times of the year.
- Personal and professional development resources – members receive exclusive discounts on more than 250 books and self-study courses, many providing the Continuing Education Unit (CEU). IAAP’s [Complete Office Handbook](#) is considered to be the definitive reference book for today’s electronic office. [Online training and degree programs](#) are also available.
- [Professional certification](#) – achieving certification through IAAP is the internationally recognized standard of excellence. IAAP offers the Certified Professional Secretary (CPS) rating and recently introduced the Certified Administrative Professional (CAP) program. Topic areas for IAAP certification programs include economics, accounting, business law, office technology and administration, communications, and organizational planning.
- Service and support from the International Headquarters in Kansas City – [Full-time staff](#) is available to assist with member services, professional development advice, personalized education, and other programs and services. IAAP also disseminates research and serves as a clearinghouse for information on the administrative profession.
- Other local chapter benefits – Division and chapter newsletters; chapter program schedule, team of local experts on a variety of subjects; community service; local merchant relationships; mentoring opportunities, and more.
- Awareness that it isn't "just a job" -- it is a career and you're in control of it and responsible for it.
- Exposure to other professionals outside your company to help expand your interpersonal skills and comfort levels -- you can call upon a network of professionals to determine the best way to accomplish a task or receive advice -- so you don't have to keep reinventing the wheel. In addition, the IAAP global network is very useful when execs are going to other cities and/or countries and you can contact an IAAP member for information about a particular area.
- Leadership opportunities through participation in chapter activities (can be everything from public speaking, to project management, to strategic planning, to event planning -- skills you might not learn on the job or through training provided to admins by employers).
- Discounts on educational products and resources that have been created, reviewed and/or selected especially for admins (also shows what skills you ought to be mastering to keep up-to-date as a professional and the sequence of skills required to move up the career ladder).
- Access to information on the latest trends and research for the profession, such as reviews of new computer software releases, previews of new responsibilities admins may be assuming, benchmarking details from other companies, best practices, and more.
- Supports the concept of excellence and continuous improvement -- more than just "talk."

What's in it for Employers?

- IAAP members receive tools and knowledge necessary to become more effective contributors to their employers. By reading IAAP publications and attending IAAP educational events, members stay on top of their profession.
- Save time and money – When seeking ideas and know-how for a specific project, IAAP members don't often have to reinvent the wheel. They can call on the support of their peers and/or headquarters for advice and for direction on available resources, often saving organizations valuable time and money.
- Members receive leadership training and experience that builds their confidence and teamwork skills.
- IAAP members are better-prepared, front-line “ambassadors” for their employers. Having knowledgeable professionals on staff reflects well on your business or service.
- Workers experience professionalism first-hand and aspire to greater professional heights.
- Helps in recruiting new admins and retaining current workers.
- Builds a team spirit among admins across departments and facilities.
- Maximum bang for the buck with minimal cost -- access to current business research, targeted publications, selected study materials, certification programs, and more.
- Opens communication between management and administration, producing better work relationships.
- Raises admins to a professional level that serves all corporate team members well (managers and other professionals perceive admins in new ways...may also help in delegating more work to admins as they are seen as capable professionals).
- New feelings of self-worth and competence empower admins to tackle more (and more difficult) challenges instead of waiting for assignments...it helps managers get more done with the confidence it is being done right.
- These are just a few (truly) examples of what is to be gained from associating with a professional organization.

Market IAAP Like a Pro

The August issue of the *Irwin Pollack Report* newsletter offers some advice IAAP chapters can use when making plans for recruitment techniques for the upcoming year.

- Use third-party testimonials. They "sell" the product better than your words.
- Let the potential member get a "hands-on" experience with the product. Just like test driving an automobile, the more they can see, feel, experience, the easier the sale.
- Compile a collage of the logos of all your "business partners." They can be supportive partners like OfficeTeam, or companies where members work. Then use the grabber, "Judge us by the companies we keep."
- Overcome price objections by breaking the dollar amount of membership down into daily, weekly, monthly costs. It makes it harder to use cost as an issue. (Watch out for expensive meals in conjunction with chapter meetings – they drive the cost of being a member way up!)
- Always give clients three choices – a large, medium, and small investment. Let them choose. A large investment could be chapter plus division membership; a medium one would be joining as a member-at-large; a small investment might be subscribing to *OfficePRO*. Once you have them "hooked" it is easier to get them to upgrade – *if* all your products have value.
- Sit next to your guest (potential member), not across from them at a chapter function or meal. Psychologically it promotes agreement. Sitting opposite one another has proven to stir confrontation. This is also true at meetings.
- Find out your current members' five best nonmember admin friends. Use the members (and their names) as a referral source and try to recruit them.
- On your IAAP business cards, print, "A referral for a new member is the highest compliment. Thank you for supporting the ideals of IAAP."
- Make sure your product and service is a good fit before you try to sell it to a potential member.
- The more options you can give prospective members, the greater the chance you have of recruiting them. This includes program topics, meeting times/places, projects to work on (and learn from), members to network with, etc.
- If you have a large bilingual Hispanic population to recruit from, consider having your business cards printed in English on one side, in Spanish on the other. This also works for your chapter brochures.
- Get maximum mileage for your promotional money. Include a sheet of "how-to tips" or an extra membership application if adding it in the mailing will not increase postage costs. Businesses swear on the value of "stuffers."
- When recruiting, listen four times more than you talk. Let people tell you what they need, then provide it.
- A person experiencing burnout is the absolute worst choice for a chapter leadership position, especially membership chair. Don't force anyone into a job they don't want or can't handle.
- Watch out for members whose meeting habits have changed. Sudden absenteeism may signal a problem. If dealt with early, they may be salvaged as members. Let them know by notes and calls that you miss them and their contributions. Try to understand (and solve) any problems.
- If you're seeking diversity, illustrate diversity in your programs, promo material, and on your membership committee. Remember that diversity covers a lot of ground – age, gender, race, ethnic background, financial standing, work experience, etc.
- Clarify expectations of new members. If you expect their involvement, let them know up front. But know that such expectations may stymie the "sale."
- For the first few meetings/programs, buddy a new member with a seasoned one so they can answer questions and make introductions. But *under no circumstances* select a "negaholic" for an IAAP buddy.
- Prepare a list of frequently asked questions for the new member. It's a good orientation and may save them



from embarrassment later on.

- If you try to sell to everyone, you'll sell to no one. Identify and aim for a target audience.
- Fancy, large-sized graphics take too long to download on a Web site. Your potential member may lose interest before they can see your snazzy pics.
- The life of the phone book yellow pages is about three years. Be careful about putting too much or too specific information in your ad or listing.
- View advertising as an investment, not an expense. Good advertising quickly return dividends. Bad advertising? Forget it!
- Repetition is the secret to success. Research has shown that it takes seven to ten exposures to get a sale.
- Give your promo to a test market to critique before you print. Sometimes we're too close to see the problems of what we designed.
- Use the word "you" in your promo, not "we" or "us" or "I."
- Get a knowledgeable marketer on your executive advisory board and listen to his/her suggestions.