



Inventures Insights

June 2023 Newsletter



Inventures Welcomes New Clients and Adds Team Members

Inventures has started off the first half of the year strong with the addition of new industry communities to its client roster including the [American Institute of Mining, Metallurgical, and Petroleum Engineers \(AIME\)](#), a professional association for mining and metallurgy, and the [International Aerospace Environmental Group \(IAEG\)](#), a non-profit organization of global aerospace companies created to collaborate on and share innovative environmental solutions for the industry. Inventures is providing a range of services for both new clients including strategic management and business operations services.

"By consistently attracting new clients and welcoming talented team members, we are further strengthening our foundation for growth," said Stan Moyer, President at Inventures. "We are excited to have new clients AIME, IAEG, and others onboard while also growing our business operations and project management teams to support them."

New team members that have joined Inventures this year include Lydia Nguyen and Gina Tan to the finance team and Barbette Barlow, Michele Lawrie-Munro, and Alexandria Romero to the project management team.

Visit Inventures' website at [inventures.com/services](https://www.inventures.com/services) to learn more about the full suite of alliance and association management services and how it will accelerate your results.

Employee Spotlight:

Barbara Fleming
Sr. Program Manager



What is your role at Inventures?

I joined Inventures in 2019 and I am a Program Manager working on Mopria Alliance and Women in Thoracic Surgery.

What does your job entail and what does a typical day like?

In my current position as Program Manager, I provide professional services to Inventures' clients by supporting and interfacing with executive directors, client board of directors, and committee leadership. I recommend and implement necessary and/or appropriate organizational policies and procedures and assist with annual budgets and forecasts. My association background offers best practices in membership recruitment and retention, corporate funding through grants and sponsorships, communications, and event coordination. A typical day consists of managing various projects and communications with clients in different time zones and countries around the world. There is no such thing as a standard 8 am to 5 pm day.

What's the key to excellent customer care?

The key to excellent customer care is communication and relationship management. Communicating clearly on assignments and expectations helps to mitigate potential misunderstandings and conflicts. Those will inevitably happen, and when they do, own any mistakes made, identify corrective measures, and move on. This process will help to build confidence, a key ingredient for building a trustful and respectful relationship.

Tips on Leveraging Media Relations for Your Organization

Media relations can play a pivotal role in shaping the success and reputation of an organization. Effective media relations not only enable organizations to reach a wider audience but also provide opportunities to disseminate their key messages, establish thought leadership, and enhance their brand image. Leveraging media relations can be a powerful tool for an organization and here are five tips on how to get started and working with reporters.



Start with a Goal in Mind:

Know what you want the reporter to do before you send the email or pick up the phone.

Do Your Homework:

Preparation is the key to success when pitching reporters. Research the reporter and what the reporter writes. Research the publication and read it regularly. Know your product, solution, or news well and why that would be important to the publication and the reporter.

Think Like a Reporter:

Ask yourself these questions: Is this a good story? How does this relate to the publication and the reporter's interest? Is it worth their time? Do I have all the information I need to sell this story?

Prepare and Keep It Simple:

Reporters often receive hundreds of pitches a day and have short attention spans, so the best approach is to keep it simple (whether writing an email or speaking to them). Start off by giving them a brief, one-sentence qualifier on what you want to speak with them about and why this is important.

Be a Resource:

Finally, if you were unable to sell the story successfully, don't give up. Continue to foster the relationship with the reporter and get to know them. Keep the door open and be a resource to them for future news.

Client News

SD Association Releases an SD Memory Card Formatter



The SD Association expanded the incredible functionality of its wildly popular SD Memory Card Formatter by [adding support for Linux OS](#). The Formatter is free to everyone and allows users to safely restore or reset their memory cards to their original specifications. The Formatter is available for [Linux](#), [Mac](#), and [Windows](#) operating systems. Read the full press release [here](#).

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