

# BENEFITS & RESOURCES BY PROFESSIONAL AREAS OF INTEREST

Idealliance benefits and resources are categorized in the following Professional Areas of Interest to ensure members receive relevant and timely information on topics that matter to them most.

## CEO AND LEADERSHIP

### Benefits Included in Membership

- Bottom Line Magazine
- Collaborative Working Groups
- Online Communities
- State of the Industry Annual Assessment Report
- Member Affinity Discount Program
- White Papers and Case Studies

### Discounted Member Resources

- CEO Roundtable
- Business Advisory Group

## MANAGEMENT AND FINANCE

### Benefits Included in Membership

- Bottom Line Magazine
- Webinars
- Leading Indicators
- Online Communities
- Collaborative Working Groups
- State of the Industry Update
- Member Affinity Discount Program
- Legal and Human Resource Hotline
- White Papers and Case Studies

### Discounted Member Resources

- EKG Competitive Edge Customer Profile
- Business Advisory Group
- Topical Metro Events

## MEDIA CREATION, PRODUCTION, AND WORKFLOW

### Benefits Included in Membership

- Production Newsletter
- Webinars
- Online Communities
- Collaborative Working Groups
- Member Affinity Discount Program
- White Papers and Case Studies

### Discounted Member Resources

- Certification and Professional Development
- Ileadvisors
- Topical Metro Events

## BENEFITS & RESOURCES

### BY PROFESSIONAL AREAS OF INTEREST

#### MAIL SUPPLY, FULFILLMENT, AND POSTAL

##### Benefits Included in Membership

- Postal Points Newsletter
- Webinars
- Online Communities
- Collaborative Working Groups
- Member Affinity Discount Program
- Postal Hotline
- White Papers and Case Studies

##### Discounted Member Resources

- Certification and Professional Development
- Topical Metro Events

#### SALES AND MARKETING

##### Benefits Included in Membership

- Webinars
- Marketing Newsletter
- Online Communities
- Collaborative Working Groups
- Sales 15
- White Papers and Case Studies

##### Discounted Member Resources

- Sales Challenge
- Certification and Professional Development
- Business Advisory Group
- Topical Metro Events

For more information visit [idealliance.org](https://idealliance.org)