



Association Laboratory Inc.

Association Laboratory helps  
association leaders develop successful,  
sustainable business strategy.

Futures Research

Strategic Planning

Membership

Content

Education

Meetings

Components

Global

Association Laboratory is an award-winning company specializing in research, strategy, and strategic education for trade and professional association leaders.

Since 1999, we have helped leading state, national and global associations design more successful business strategy through collaborative partnerships, state-of-the-art qualitative and quantitative research, and industry-leading educational events, products and white papers.

# Our Industry-Leading Services

We deliver comprehensive insights from empirically validated data, using the most sophisticated research techniques in the industry to inform your decisions. Our educational events, products and white papers serve the association community with unparalleled peer-led research and resources.

## Futures Research

Association Laboratory helps you understand the future facing your members and how to adapt your association's strategy to be successful. We create custom environmental scanning models using qualitative and quantitative research designed to guide decision-making.

## Strategic Planning

Association Laboratory leads strategic planning engagements informed by state-of-the-art research and facilitated by experienced executives to help you create actionable strategic plans and implementation guides to help make your plan a reality.

## Membership

Association Laboratory is a nationally recognized leader in the identification and creation of strategic engagement and membership models. We help you identify the most relevant benefits and create customized membership models designed to improve membership retention and acquisition.

## Content

Association Laboratory helps you define relevant content, create a unifying content strategy and create monetization strategies helping you translate your unique content into expanded market reach, stakeholder leadership and financial performance.

## Education

Association Laboratory helps you develop effective education strategy and distinct educational offers designed to improve member competencies while achieving the association's business goals.

## Meetings

Association Laboratory helps you define the meeting value proposition and integrate your face to face events with other association initiatives to create a holistic experience designed to improve attendee engagement, exhibitor participation and financial performance.

## Components

Association Laboratory helps you identify the unique role each component plays in providing a shared brand and delivering a holistic experience to all members.

## Global

Association Laboratory helps you determine the viability of global efforts and develop customized models to help you successfully engage local audiences throughout the world.

## Knowledge Center

Association Laboratory's Knowledge Center serves the association community with leading-edge proprietary research and resources, ranging from white papers and webinars to discussion guides and issue briefs, on a variety of topics essential to successful, future-focused association leadership.

*"The Association Laboratory team are experts at delivering practical and relevant market research to the association community."*

**Ed Salek**  
Executive Director  
Society for Tribology and  
Lubrication Engineers

*"They are generous with their knowledge and are especially adept at suggesting ways to turn research into new products and services for members."*

**Pam Watts, CAE**  
Executive Director  
NIRSA

*"They make you look good and if the leaders take their advice to heart, they make the association more successful."*

**Max Moses**  
Executive Director  
Academy of General Dentistry

## To learn more

and to access the Association Laboratory Knowledge Center, visit [associationlaboratory.com](http://associationlaboratory.com)