



CASE STUDY
ADCI

naylor.com



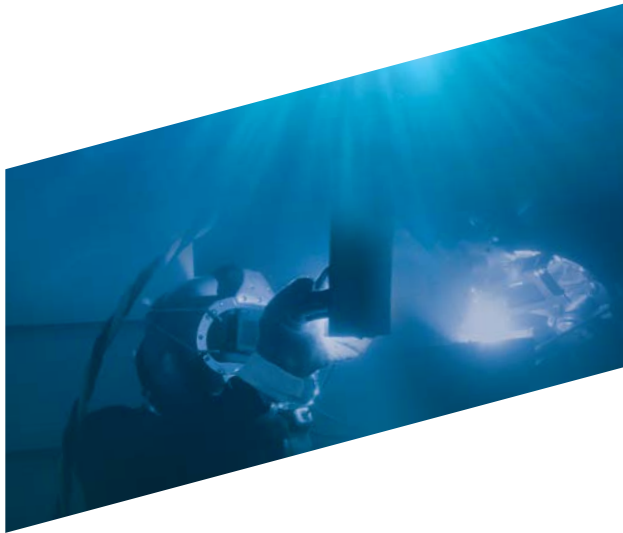
NAYLOR 
ASSOCIATION SOLUTIONS

INTERVIEWEE



PHIL NEWSUM

Executive Director
Association of Diving Contractors
International (ADCI)



EXECUTIVE SUMMARY

ADCI is a non-profit organization dedicated to the art and science of commercial diving. Founded in 1968 and encompassing more than 600 member companies from 41 nations worldwide, ADCI sets the industry standards for safe commercial diving and furnishes services and support for the conduct of safe underwater operations.

ADCI engaged Naylor Association Solutions in late 2008 upon realizing their communications vehicles no longer met their needs. Since then, Naylor has partnered with ADCI to transform their marketing from a print magazine and static website to a comprehensive marketing platform that includes a print and digital version of a bimonthly magazine, a biweekly newsletter, ADCI TV, a mobile app, a show program, an online buyer's guide and more.

Ongoing successes earned the Naylor team "a seat at the table" among the ADCI Board of Directors. As a trusted entity and the marketing arm of the Association, the Naylor team plays an integral role in helping ADCI improve and grow. So, when ADCI decided to find a new website company, the choice to use Timberlake (a Naylor company) was a no-brainer.

CHALLENGES FACED BY ADCI

Gaining exposure and providing safety education to the broadest audience possible are of utmost importance for ADCI and a key goal was to expand ADCI's message globally. When Naylor first started working with ADCI, their marketing was limited and did not offer the tools needed to accomplish this objective. They challenged Naylor to find new ways to reach association members and non-members alike with print and digital mediums, but also to help improve the quality of their editorial content.

Additionally, ADCI's website wasn't user-friendly and was difficult to maintain. Content was rarely updated, so web traffic was limited. Their site didn't speak to their membership base, nor did it offer a lot of "members-only" resources. Anytime they wanted to make updates to the website, they had to rely on their web development vendor who was often unresponsive. When issues arose, the associated vendors (creative, development, web hosting, etc.) played the blame game and issues didn't get resolved.

HOW NAYLOR ASSOCIATION SOLUTIONS & TIMBERLAKE HELPED

The first step was to transform ADCI's print publication, *UnderWater* magazine. Naylor has worked with ADCI to improve content for *UnderWater* and Naylor now handles all of the editorial content, freeing ADCI staff to manage other association responsibilities. ADCI's goal of providing members with more timely, relevant information through digital platforms came to fruition through the creation of a digital edition of *UnderWater* magazine, a new online buyers guide and diving locator, and two new eNewsletters. Naylor also strategically pushes that content through social media outlets, blogs and cross-marketing channels to better position ADCI as the #1 industry resource.

Naylor also helped launch ADCI TV, which provides the association with new ways to expand their reach, and new opportunities for increased ad revenues. According to ADCI's Executive Director, Phil Newsum, "We have so much more exposure. I've had people come up to me and say 'I love that video you just put out.' We've had folks so enamored of a video, they say, 'How can we join? Would we be able to get access to these and more if we were a member?'"

While Naylor had great success helping ADCI transform its marketing platform, ADCI was still struggling with its website in late 2014. ADCI didn't have a reliable technology partner in the way they had a trusted communications partner in Naylor so when Naylor purchased Timberlake AMS, ADCI knew it had found the solution to its problems.

Newsum shared, "When we engaged Timberlake, we were told they could facilitate all of our needs from design and hosting to ongoing support, and that they would be our 'one stop shop' for issue resolution. Having a single vendor was the first priority for us. That they were under the Naylor umbrella made it more attractive because we only had to deal with one entity. I could go directly to Naylor and express any concerns and have full confidence that my issues would be addressed, if not addressed at Timberlake level. We also wanted a vendor that understood who we were, what our mission was, and one that had a good understanding of associations as a whole. Knowing that Timberlake has designed websites in support of associations was very attractive to us."

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The Timberlake AMS platform will provide ADCI with event registration tools they didn't have before such as group registration capabilities, the ability to offer multiple pricing options by discount and/or member type, the convenience to join or renew membership at the time of event registration and even the opportunity to buy a sponsorship.

From a data security standpoint, ADCI's prior server only got updated when they paid their developer to make a change. Timberlake makes automatic server updates every two weeks and, no matter who updates membership data, the information automatically populates in all the appropriate places such as registration, invoices, directories and eblasts, ensuring information is always current.

When asked about the onboarding process, Mr. Newsum said, "Multiple ADCI staff members needed to be involved in the process, not all of who are tech savvy. Timberlake provided multiple instructional conference calls and tutorials and everything was recorded so that our staff members could access the information at any time if they forgot anything. That was a real Godsend because you can't digest all of that information in one bite. It was clear they had experience with working with less savvy IT / web folks and designed their processes so clients can get over this anxiety, and in no time get very comfortable working with a website. They really want you to be involved with inputting the data because that is how you constantly improve the website and it keeps costs down for the association, as well. **This was the most worthwhile experience I've ever had with any website provider, ever. They are the best.**"

Naylor also understands that ADCI's mission isn't about growing its association's membership as much as it is about getting their message in front of the right people in the right industries to ensure diver safety in all situations. Aside from revamping their marketing platforms and developing a new website via Timberlake, Naylor provided additional value by leveraging its ownership of the association space to introduce ADCI's content to other associations (e.g. AWWA, APPA, AGC) that could benefit from its information and strengthen the commercial diving industry as a whole. As a result, they were able to educate other associations in the water industry on how to hire trained divers, which reduces liability for these associations.

RESULTS AND RETURN ON INVESTMENT AND FUTURE PLANS

- Revenues from marketing vehicles have grown by 40% and membership has grown by almost the same margin since ADCI started working with Naylor.
- Readership of *UnderWater* magazine continues to grow and the magazine enjoys a 94% advertiser renewal rate, reflecting that advertisers feel *UnderWater* is a valuable vehicle to reach their target audience.
- The digital edition of *UnderWater* enjoys greater exposure due to its social media presence, which has grown by 400% on Facebook and 43% on LinkedIn. In fact, each post reaches over 2,000 viewers.
- An added benefit of *UnderWater's* social media presence has been the willingness of industry experts to contribute content to the publication. Better content drives engagement. In a recent study, 81% of respondents consider ADCI as the primary source of information about industry issues.
- ADCI TV has further strengthened ADCI's position as the industry leader and enables them to reach a broader audience with safety videos.

The new and improved website:

- Seamlessly integrates the association's branding and messaging developed by Naylor while also offering a more robust, user-friendly site for its members and guests.
- Provides additional advertising tools for ADCI's strategic partners and increased revenue for the association.
- Enables direct control over website content updates to ensure timely and relevant content.
- Equips the organization with a more secure solution and the ease-of-use to manage event registration and pull reports.
- Gives ADCI a trusted, single outsourced solution, eliminating the finger pointing and ineffectiveness of its prior vendors.

Together, Naylor and Timberlake provide ADCI with the total association solution and a highly consultative team, giving ADCI a new foundation to grow from. Mr. Newsum states of his experience, "I have spared no opportunity to promote our affiliate members to get involved with Naylor. We're all dealing with the same challenges to get our members what they need. For us, safety, education and communication are our priorities and no one can help us leverage these three key pieces the way Naylor can."



CASE STUDY



Naylor provides member engagement and revenue solutions to 1,800+ associations throughout North America.

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