



For Immediate Release

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IMG Associations Uses Social Media Initiatives to Drive Awareness and Growth for Clients

LEXINGTON, Ky., (June 16, 2009) — IMG Associations has implemented social media strategies for clients ranging from the National Tour Association to the World Religious Travel Association in an effort to strengthen clients' communities, connect members across the globe, create awareness, and even increase association revenues.

"IMG Associations is focused on helping our association clients keep their fingers on the pulse of the social media movement," said DeLaine Bender, vice president of client success for IMG Associations. "We feel like we're ahead of the game since, according to Jeff De Cagna of Principled Innovation, only one-half of associations actively monitor or comment in the blogosphere and only one-third have implemented social media incentives. Our clients are doing that and a whole lot more."

From newly created social media-focused jobs within the association staff to YouTube contests between members, each of IMG Associations' clients has taken advantage of and devised plans for social media initiatives. One client in particular, the International SPA Association (ISPA), is reaping financial benefits from its social media initiatives by reaching new sponsors through Twitter. Through posting references to useful members-only resources such as spa industry statistics, ISPA's tweets are driving membership inquiries as well.

"Twitter has created an exciting new resource for our members," said Lynne McNees, the IMG Associations vice president who leads the ISPA team. "Our staff not only tweets about the association, but also about our members and what members are doing. Members love that we are promoting them, and ISPA is happy to help our members get more out of social media."

At their annual conferences, ISPA and the other IMG Associations clients like the National Tour Association offer educational sessions and discussions designed to get members focused on using social media to build their own businesses.

"Twitter has really opened up a new stream of communication to our clients and potential clients," said Glen Ivy Spa CEO/President Jim Root, who also served as ISPA's 2008 chairman. "Through tweeting we are able to connect with them instantly and inform them of discounts, programs and packages as they launch."

"Having a well-planned, well-executed social media strategy has become an absolute 'must' for our association clients," said Bender.

To learn more about how associations use social media to drive growth, visit www.imgassociations.com.

About IMG Associations

IMG Associations is a full-service professional association management company and a proven leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG's association clients represent a variety of industries and reach a combined audience of 75,000 members in more than 90 countries. An active member of the Association Management Company Institute and the American Society of Association Executives, IMG Associations is committed to maintain a high level of ethics, service and professional conduct. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world's premier sports, entertainment and media company. For more information on IMG Associations, visit <http://www.imgassociations.com>.

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