

Hello,

Thank you for considering to work with PAR on an idea, article or just sharing your experience. Someone on our leadership advisory board thought your experiences and subject matter expertise would help our audience of association business experts. A bit about PAR and our style of communication:

At PAR, our members are our colleagues. We understand the daily challenges they face in the association space because we're facing the same issues. We think there are two important keys to success in the changing association business development landscape: collaborative work environments and relatable mentors. That's why when we write, we sound like part teammate, part coach. Our team and leadership are accomplished association professionals working to help our community improve revenue growth.

Our voice for sharing PAR aims to be:



Concise



Solution based



Encouraging



Informative



Honest

PAR has 8 distinct content areas for our audience

Client Programs

KPIs & Data

PARTners @ Work

Sales Management

CRM & Technology

Strategy

Programs & Products

Sales Skills

Who's reading?

PAR is writing for anyone involved with revenue and business development performance in the association community. Our audience includes both association executives and the solution providers they PARTner with.

We value your time: Our team will work with you to make this process fun and informative!

Thank you for investing the time and energy to sharing your experience with us.

With thanks,



Sean Soth
President, Professionals for Association Revenue