CASE STUDY

A Professional Association *Recovers After a Crisis*

think beyond Public Relations

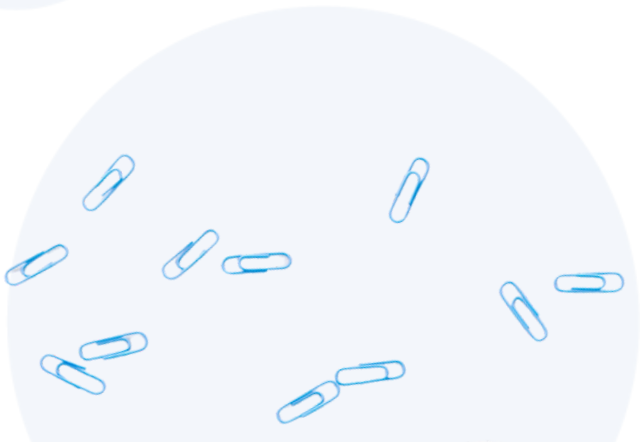
PROBLEM

Members of a professional association began leaving in droves following a scandal centered on what many perceived as poor decision-making by association leaders and board members. The organization's attempts to respond via social media and email channels as a way to clarify its positioning and reassure members did nothing to right the ship. Leaders recognized that without expert crisis communications support, the negative impact to the organization's brand and legacy could be irreversible.

SOLUTION

ThinkBeyond approached the crisis by adapting the same time-tested and results-driven strategic communications planning framework it has relied on for more than two decades.

- ☑ Sessions with senior leaders to revisit where the breakdown in communication may have occurred
- ☑ Reflective work on the organization's core values and where these had or had not impacted decision-making
- ☑ Audits of all communications in every channel to identify inconsistency, misalignment, and opportunities for improvement
- ☑ Listening sessions with both influential members and the general membership to understand their frustrations and gain clarity on how they wanted the association of "this moment" to support them.



One central recommendation was that current leaders move forward with retirement or transition to pave the way for new senior staff and board members.

RESULT

In the end, a multi-channel, multi-year communications planning effort led to steady, sustainable growth. The work focused on the following:

- **Member engagement opportunities in-person and virtually, regionally and nationally via education, business and research forums with respected experts**
- **A global conference**
- **A robust content strategy for both social media and email**

The association regained respect, kept members, brought on new ones, and secured sponsorship commitments. The road ahead would not be without challenges, but the opportunity to thrive was clearly in sight and continues.

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