

CASE STUDY
NYS AFC

naylor.com



NAYLOR 
ASSOCIATION SOLUTIONS

INTERVIEWEE



JERRY DELUCA

New York State Association
of Fire Chiefs (NYSAFC)

“Mark [with Naylor Event Solutions] also reaches out on a regular basis. He listens to our concerns, offers advice, and helps us implement new ideas. As a result, sales for vendor booth space continue to grow,” notes DeLuca. ”



EXECUTIVE SUMMARY

NYSAFC provides advocacy and education, including hands-on and classroom programs, covering administrative, tactical, strategic, leadership, and operational subjects for the emergency services of New York state. NYSAFC's 10,000-plus members consist of fire chiefs, officers, and fire and EMS personnel. For more than 100 years, NYSAFC has hosted an annual conference that includes exhibits of apparatus, equipment, tools, and advanced technologies, along with workshops and training to assist firefighters in managing ongoing and new challenges in the field. Additionally, NYSAFC publishes a quarterly magazine to keep its members informed on everything from building code changes and OSHA compliance, to fireground operations and best practices for managing fire departments, as well as association and state news.

NYSAFC works with Naylor Association Solutions to ensure the success of its annual conference and to deliver its print and digital communications.

- Since working with Naylor, attendance at NYSAFC's annual conference has grown by approximately 25% and it is one of the largest fire conferences in the country.
- The conference exhibitor retention rate averages 75%.
- Editorial content for its monthly magazine, *SIZE UP*, is of the highest quality.

CHALLENGES FACED BY NYSAFC

Prior to working with Naylor, NYSAFC was publishing its own magazine, handling everything from writing and editing to graphic design and ad sales. Production was very time consuming and pursuing advertising and developing editorial content was difficult with limited staff, often resulting in delayed printing and mailing. It simply became cost prohibitive to produce the magazine in-house. NYSAFC wanted a vendor that could ensure the efficient production of the magazine and take on the burden of selling ads so NYSAFC could spend more time developing timely editorial content that would improve the overall value of the magazine for members. Furthermore, due to staffing limitations, the association was also looking to bolster exhibit space sales and sponsorship at its annual conference within the emergency services market. Recognizing they needed help, NYSAFC called Naylor.

HOW NAYLOR ASSOCIATION SOLUTIONS HELPED

Today, Naylor assists with editing and manages layout and publishing of NYSAFC's *SIZE UP* quarterly magazine. Naylor also manages advertising sales and acquisition of advertisement artwork. This shift in strategy has freed up time for NYSAFC's communications staff to focus on developing other programs and projects and enables them to spend more time promoting association events. The quality and timeliness of editorial content has improved. "Naylor solicits all of the advertising. This is where the long-term relationship is important. Our editor, Shani, has been working with us for many years and understands our magazine and our needs. Naylor creates our media kit and promotes our editorial content, trying to match advertisers with appropriate editorial content. Because of that, we're able to retain 50-60% of our advertisers from year to year. Our publisher, Heidi, makes it a point to meet with us often to continuously improve the magazine and we're beginning to see increased ad revenue as a result," says Jerry DeLuca, NYSAFC's Executive Director and CEO.

Together, NYSAFC and Naylor also launched NYSAFC's monthly *NYSAFC Bugle* eNewsletter. Offering content that's unique, the monthly eBlast keeps members engaged between each *SIZE UP* issue and provides NYSAFC the ability to share more timely news about member training and educational programs and new member benefits. It also drives conference attendance and helps NYSAFC secure new members.

For its annual conference, Naylor works with association staff to manage show operations, develops and manages exhibitor marketing, and assists in the development of conference materials, including the annual program guide. Naylor also worked with NYSAFC to implement a digital edition of the program guide that helps generate interest prior to the show and serves as a great resource post-conference for attendees seeking more information on vendors they met at the show. "Mark [with Naylor Event Solutions] also reaches out on a regular basis. He listens to our concerns, offers advice, and helps us implement new ideas. As a result, sales for vendor booth space continue to grow," notes DeLuca.

“ Naylor solicits all of the advertising. This is where the long-term relationship is important. Our editor, Shani, has been working with us for many years and understands our magazine and our needs. Naylor creates our media kit and promotes our editorial content, trying to match advertisers with appropriate editorial content. Because of that, we're able to retain 50-60% of our advertisers from year to year. ”

RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

Having Naylor manage development, production, and ad sales for its quarterly magazine, monthly eNewsblasts, and conference marketing materials provides NYSAFC with a consistent brand image across all of its marketing platforms and increased revenue for the organization. NYSAFC plans to build on the success of its partnership with Naylor by having them sell advertising for their new website.

When asked if he would recommend Naylor's services to other associations, DeLuca comments, "I appreciate Naylor's professionalism and experience. They are able to share best practices from working with other associations so that we're not constantly reinventing the wheel in publishing or conference management. That they're able to use what has worked with other groups to assist us is something we wouldn't have if we were working on our own. While I'm comfortable with where we're at, I'm always looking for ways to better utilize Naylor. We're pretty well satisfied and we think they do great work."





CASE STUDY



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

NAYLOR 
ASSOCIATION SOLUTIONS