Thinking about INMA Corporate Membership?

Membership in the International News Media Association (INMA) is the best resource tool for media executives seeking to enhance strategy, brand, audiences, and revenue at their company.

INMA offers its signature Corporate Membership programme:

- To empower key employees to learn and aspire.
- To democratise that resource throughout the company (nourish, expand, scale).
- To attract and retain key employees in today’s hyper-competitive environment.

Here are 8 reasons your company should join INMA as a Corporate Member:

1. **Member connections**: Today, more than ever, news media professionals need to connect with their industry peers around the world. With a Corporate Membership, every one of your key employees at your company has access to the more than 10,000 INMA members worldwide. Our INMA member network allows you to search and connect to highly qualified news media professionals in regions across the globe, in various roles.

2. **Gain best practice industry insights**: INMA has sound answers to crucial industry questions, thanks to our robust library of reports, conferences presentations, discussion forums, best practices archive, daily newsletters. This knowledge enables you, your team, and your company to stay relevant.

3. **A continuous training and resource tool**: Invest in your people and your talent strategy. Your team needs a constant feed of ideas and new insights to get motivated and inspired. There is no better way to give them that regular connection than through an INMA Corporate Membership. Spur your team performance through INMA’s inspirational resources.

4. **All-employee member registration rates**: Every employee at your company may register for INMA conferences at the discounted member rate (±40% discount). Plus, there are often deeper discounts exclusively for Corporate Members who send more than two delegates to INMA conferences. Giving your team the opportunity to engage and connect with inspiring leaders and cases builds their success. Upcoming events include World Congress for News Media (New York), Media Subscriptions Week (Stockholm), Media Innovation Week (Hamburg), as well as regional conferences and study tours in Silicon Valley, Latin America, South Asia, and North America.

*Comparison: Individual membership cannot be transferred for member rates at INMA events.*
5. **Topical reports:** Corporate Membership provides your key team members with a personal copy of INMA’s just-in-time reports. In 2018, INMA delivered reports on leveraging Big Data, defining the relationship between news publishers and Facebook, evaluating distributed content, and discovering how news media uses native advertising. Plans for 2019 include reports on the strategic outlook for news media, virtual reality, the disruption of agencies by media companies, mobile and media, and more.

*Comparison: Individual membership allows just one person to receive these strategic reports.*

6. **Advisory services:** Corporate Members may request a special advisory service from INMA. We will put together an ad hoc group of experts, based on your needs and questions, who will work with your team. While additional costs may apply based on needs, this is exclusively available to Corporate Members.

*Comparison: Individual membership does not include advisory services.*

7. **Corporate presentations:** Corporate Members have access to Executive Briefings via video-chat or webinar and the possibility of an in-person meeting (once per year as scheduling permits; additional travel + hotel costs apply). These meetings usually include a Media Outlook presentation and other topics.

*Comparison: Individual membership does not include Executive or Media Outlook presentations.*

8. **Let us be your guide:** Navigating the wide world of news media best practices can be daunting. At the onset of your Corporate Membership, an INMA executive will visit with you and as many members of your team as you deem appropriate to look at who are the best-practice media companies and recommend people to contact or meet.

*Comparison: An onboarding briefing is not included with individual membership.*

INMA membership will provide invaluable information to you and your team. Corporate Membership aims to upgrade that information to knowledge and wisdom.

There is no better place to succeed and grow than with an INMA Corporate Membership. For a small cost per person, you can give an unlimited number of your key employees the collaborative tools, peer connections, and inspiration they need to grow your company.

Make INMA central to your growth and innovation strategy plan. Build on connections to the right ideas from the right people at the right companies to transform your news media company today.

**Click here to apply now for Corporate Membership online**