

INDUSTRY SOLUTIONS

ASSOCIATIONS
AND NGOs

Communications, marketing, and membership teams at many leading professional associations, business associations, and NGOs entrust their products, projects and programs to our team.

The professionals we serve manage a large volume and range of activities, challenges, and objectives. They value our multi-disciplinary expertise and our ability to be an almost seamless extension of their team – a partner who understands their activities intimately and helps them achieve more across their entire program. Try having a go-to team like ours in your corner.

OUR WORK INCLUDES:

Member Recruitment, Onboarding & Renewal**Training, Accreditation & Standards****Member Communications & Experience****Print Collateral****Meetings & Conferences****Advocacy & PR/GR Campaigns****Member Analytics & Insight****MEMBER RECRUITMENT, ONBOARDING & RENEWAL**

- Recruitment campaign data and implementation
- Direct mail, online, and cross-channel campaigns
- New member welcome packages and surveys
- First renewal and regular renewal programs
- Membership milestone recognition programs

TRAINING, ACCREDITATION & STANDARDS

- Promotional collateral and campaigns
- Training workshop signage, materials, and participant kits
- Workshop and accreditation certificates
- Technical and standards publications and handbooks

MEMBER COMMUNICATIONS & EXPERIENCE

- Member newsletter/magazine production and mailing
- Engagement poll/survey implementation
- Promotional campaigns for association and partner services
- Lapsed member exit polls and re-activation programs

CLIENT
TESTIMONIALS

“We needed to mobilize our membership into action and send a message to the politicians and decision makers. Working with TRICO Evolution, we were able to achieve our goals and more. What began as a direct mail campaign evolved into a much more strategic and lobbying effort that delivered results as well as invaluable information to help us better serve and grow our membership.”

Rosemary Pitfield
Director of Advocacy and Communications
National Association of Federal Retirees

“Bruce Bathurst and the TRICO Evolution team have been producing signage and banners for our conferences and meetings for 5 years now. Bruce has a great understanding of Meeting Planner issues (deadlines, last minute changes), and he is the only supplier who takes the time to make sure I get exactly what I need. He and the team are always accommodating and flexible, they always deliver on time, and the quality is excellent. In short, they make my life much easier!”

Patricia Gougeon, CMP
Associate Director,
Meetings & Conferences
Canadian Construction Association

PRINT COLLATERAL

- All forms of corporate and promotional collateral, from meeting agendas to annual reports to unique items
- Standard to luxury grade materials and finishing
- Inventory management and order fulfillment, with online ordering (internal and member-facing)

MEETINGS & CONFERENCES

- Signage, displays, and exhibits
- Complete delegate kits
- Recognition materials and awards

ADVOCACY & PR/GR CAMPAIGNS

- Targeting and data services for direct response campaigns
- Direct mail, online, and cross-channel campaigns
- Online and cross-channel petition and survey implementation

MEMBER ANALYTICS & INSIGHT

- Funnel/lifecycle analyses (member acquisition, retention/churn, and engagement)
- Campaign and communications testing and measurement
- Member insight survey, focus group, and interview design, implementation and analysis
- Segmentation and personalization analysis and strategy

CONSULT WITH OUR TEAM

As an experienced partner for association and NGO communications and marketing teams, we excel at understanding our clients and at pulling the right solutions together for them.

See our Business Line Overviews, online or in PDF, for more details on our services

CLIENT TESTIMONIALS

“Richard Danis and TRICO Evolution have been delivering excellent personalized service to our Council since 2009. We have relied on Richard’s knowledge and guidance on varied projects both large and small – from meeting invitations and corporate materials to annual reports and more. The end result always looks great, is delivered on time and within the quoted price. It is because of our confidence in Richard and the TRICO team that we consider TRICO Evolution to be our #1 go-to printing company!”

Nancy Wallace
Vice President,
Corporate Services
Business Council of Canada

“CFHI has worked with TRICO Evolution since 2012, and we are never disappointed with the efforts of their team. We entrust a wide variety of print and display projects to the TRICO Evolution team – custom exhibit booths and banner stands for our conferences and forums, our corporate prospectus and special reports, training course diplomas, and more. Steve Hutton manages our day to day communications requirements, and David Shackleton jumps in for special projects and follow ups. TRICO stands behind their work, and it is obvious to us that they look after their people, so they in turn can look after us.”

Veronique Leduc
Communications Officer
Canadian Foundation for Healthcare Improvement



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Packaging & Logistics
Printing, Signage, and Display
Direct & Database Marketing
Marketing Analytics & Insight



The mark of responsible forestry



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