# SPi Global
## Service Offerings
### for **Associations** & **Members**

## WEB OPERATIONS

- Website creation
- Hosting
- Preventative Maintenance
- Updates

## TELEMARKETING

- Member retention & member renewals
- Member acquisition
- Research and update of member information
- Collections of member dues
- Awareness calls for a specific event
- Member cross-sell campaigns

## MARKETING

- Email communication, Acquisition, Retention, Information, ads
- Print pdf
- Editorial support, Graphics, Proof Reading
- Blogs & Social Media

## MULTI-CHANNEL CONTENT

- Newsletters
- Directories
- New member kits
- Magazines
- Journals
- Website
- Publications

## EVENTS & EXHIBITIONS

- Tradeshows / Conferences / Special Events / Meetings, brochures, Collateral, Information packets - Management of Production of content, Editorial support
- Campaign management- Building awareness
- Customized tradeshow app - Advertise within app

## MEMBER BENEFIT SERVICES

- eBooks 101
- Editorial services
- Sample Course material
- Online courses / Training

SPi Global

# Powering Content Through Technology: Making Information Accessible, Adaptable and Actionable

SPi Global empowers leading scholarly and professional publishers to maximize the value of their content. As a leading provider of content technology solutions in the information industry, SPi Global maximizes the value of content with a comprehensive suite of products and solutions, encompassing the extraction, processing, transformation and enrichment of content.

## End-to-End Solutions Provider

| CONTENT CONVERSION | DIGITAL/MOBILE SOLUTIONS | CONTENT MANAGEMENT |
|---|---|---|
| • InDesign<br>• Quark<br>• 3B2<br>• Proprietary Systems<br>• HTML5<br>• XBRL | • eBooks<br>• Alt Text<br>• Interactivity<br>• QA & Testing<br>• 2D/3D Animation<br>• eLearning<br>• Mobile Development | • Editorial & Production<br>• Transformation<br>• Art & Design<br>• Project Management<br>• Editor/Author Support<br>• Rights & Permissions |
| **CONTENT TECHNOLOGY** | **DISCOVERY & ANALYTICS** | **BUSINESS SUPPORT** |
| • Structured content solutions<br>• Content Engineering<br>• Platform Support<br>• Content Normalization<br>• Application Support and Maintenance | • Metadata Management<br>• Taxonomies / Classification<br>• Deep Linking<br>• Summarization<br>• Content Extraction<br>• SME Support | • Back office / Admin<br>• Marketing Support<br>• Web Research<br>• Transaction Processing<br>• Customer Service Support<br>• Telemarketing |

**For more information about SPi Global, please contact:**

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