

Promotion of a group's efforts and marketing the acceptance of a standard are key driving factors in forming and evolving an initiative. The ISTO provides marketing, communications and public relations support to ensure industry standards succeed in the global marketplace. ISTO assists members in creating an overall marketing and communications strategy and helps groups to execute this strategy to meet their goals and objectives. Through a variety of tactics, ISTO connects groups with their target audiences, while providing support in managing reputation and credibility within the industry.

- **Strategic Communications Planning** — With ISTO's support, industry groups establish goals and refine communication strategies to facilitate the implementation of the group's overall vision. Strategic communication is the key for market acceptance and delivering messages to target audiences. ISTO helps industry groups determine target audiences and how to reach them with a directed message or campaign.
- **Communications Development** — ISTO can support industry groups with writing newsletters, articles, brochures, information sheets, logo guidelines and other print materials, as well as Web content. ISTO will also manage the collateral review process. The marketing team can create posters, signs, presentations, e-mail campaigns, trade show booths, and giveaways.
- **Single Point of Contact** — ISTO has relationships with the best vendors in their particular field. Whether you need a printer, advertising agency, or graphic designer, ISTO serves as the single point of contact. ISTO has preferred vendors that have been strictly screened and tested and are accessible to each program.
- **Meeting and Event Coordination** — ISTO will administer speaker programs and coordinate conferences and presence at trade events worldwide. Event planners coordinate the logistics while the marketing team works with the appropriate committees and member companies to promote such activities and meet the goals of the event.
- **Website Design** — Using the latest technology, ISTO has the ability to create, maintain and develop each group's Website housed within our servers. The ISTO manages every aspect of a group's website; content, design, and document preparation.
- **News Clipping** — Articles written about a group's activities can be posted and distributed to members through ISTO's partnership with news clipping services. Analysis of the effectiveness of PR campaigns may also be provided.
- **Public Relations Support** — Strategic planning, media relations, analyst relations and executive-speaker programs are valued ISTO services.
Our relationships with leading influencers ideally positions ISTO to partner with programs and secure the exposure companies seek to establish and maintain industry visibility.
- **Flexible Options** — Participant groups have the freedom to pick and choose the most suitable services and receive flexible project level support. Groups also have the option of taking advantage of ISTO's expertise by allowing ISTO to assess the needs of the group and implement an effective marketing communications campaign.