



Case Study

Growing ACS Membership in India



Client Name: American Chemical Society
Mandate: Building ACS Brand Awareness;
Growing ACS membership in India;
Managing ACS Events.

India is one of the most attractive markets offering multiple growth opportunities, youngest population, which is hungry for education and information. India has unprecedented potential for Associations.

The Challenges

Peculiarities unique to Indian market;
Reaching the right audience;
Time zone differences;
Regional differences inside India.

The Solutions

Local team of multilingual professionals; Incorporating ACS brand in local events; Redefining local USP for Indian market.

Achievements:

- CIM Global has been successfully managing the Association Management Services for American Chemical Society from 2015 onwards.
- There were only 800 members in India when CIM Global started the operations but now it is close to 4000 members.
- The membership retention has also gone up due to CIMGlobal managing the local membership operations and filling the gap between members, local volunteer members & staff at US office.
- Various membership drives at different University campuses ensured existing relationship are maintained but also to grow new members.
- Participating at various National & International level conferences, symposiums ensured brand visibility for ACS.
- The 1st ACS Industry Symposium held at Hyderabad in 2016 was big success in getting more people together from various fields of chemistry.
- Continuous outreach through calls, mails and personal visits has ensured reaching the untouched institutions.

Achieved

500 %

ACS membership growth in less than 3 years