



## iaedp Presidents Council Benefits

- ❖ Permanent spot on iaedp™ Press Releases as part of “boiler plate” for releases year-round – includes name of facility and link to website
- ❖ Included in 50+ Press Releases focused on Symposium and distributed nationally
- ❖ Exclusive to Presidents Council - organization logo with website link included on iaedp home page, membership page, and Symposium virtual exhibit hall
- ❖ Organizational listing and three complimentary individual listings in the iaedp directory and EDR membership listing online
- ❖ Organization listing and link in designated PC area of iaedp app
- ❖ Individual members included in President Council membership receive full membership benefits including reduced certification course fees, access to webinars, and local chapter involvement (see individual benefits listed below)
- ❖ Complimentary 2021 Virtual Symposium Exhibit Booth with 4 registrations (additional symposium benefits to come!)
  - *(One symposium benefit included in each 12 month membership.)*
- ❖ Opportunity to post a CE session in the Virtual Booth (proposal must be submitted for CE approval)
- ❖ Inclusion in social media posts (Facebook / Twitter / Instagram) throughout the year
- ❖ Logo placement and website link in iaedp™ E-newsletter while President Council member
- ❖ Inclusion on the iaedp Foundation letterhead
- ❖ Symposium mailing list (physical address mailing list, provided one time via Excel spreadsheet)
- ❖ iaedp Membership mailing list (physical address mailing list, provided twice per year President Council member via Excel spreadsheet)
- ❖ Cost per year \$10,000



## **iaedp Organizational Membership Benefits**

- ❖ Organizational listing and three complimentary individual listings in the iaedp directory online
- ❖ Individual members included in Organizational Membership receive full membership benefits including reduced certification course fees, access to webinars, and local chapter involvement (see individual benefits listed below)
- ❖ Listing on iaedp website as an Organizational Member
- ❖ Listing in iaedp™ E-newsletter while Organizational Member
- ❖ iaedp Membership mailing list for your state (physical address mailing list, provided one time via Excel spreadsheet)
- ❖ Cost per year \$1,500 *(complete membership form attached – 1 for the organization and 1 for each of the three individuals included in the organizational membership. Contact [info@iaedp.com](mailto:info@iaedp.com) with any questions!)*

## **iaedp Academic Membership Benefits**

- ❖ Organizational listing and two complimentary individual listings in the iaedp directory online
- ❖ Organizational listing on iaedp website
- ❖ Cost per year \$250 *(for qualified institutions of higher learning. Complete membership form attached – 1 for the organization and 1 for each of the two individuals included in the academic membership. Contact [info@iaedp.com](mailto:info@iaedp.com) with any questions!)*

## **iaedp Individual Membership Benefits**

- ❖ Listing in iaedp directory online
- ❖ MemberSpotlight (see more at <http://membershare.iaedp.com/>)
- ❖ Discounted certification course fees
- ❖ Discounted symposium registration
- ❖ Access to local chapters – events, networking, discounted membership



#### **iaedp Mission:**

**To promote a high level of professionalism among practitioners who treat those suffering with eating disorders by promoting ethical and professional standards, offering education and training in the field, certifying those who have met prescribed requirements, promoting public and professional awareness of eating disorders and assisting in prevention efforts.**

#### **ROI: iaedp™ Focuses on Results**

Our newsletter reaches more than 10,000 and has an open rate of 32% (2019-2020) which is double the industry average.

The iaedp™ Foundation executes a dynamic public relations campaign to promote its annual Symposium agenda and program. Measurement is in place to evaluate press release communications during the months leading up to the Symposium, including:

*Full-Page Reads:* How many times Internet users viewed the press release.

*Headline Impressions:* How many times the headline of our press release was viewed.

*Search Engine Hits:* How many keywords and phrases were used to find the press release.

*Media Deliveries:* Each iaedp™ news release is categorized and sent directly to thousands of relevant healthcare journalists and media outlets.

*Online Pick-Up:* Once it has been released, the iaedp™ news release is syndicated on various websites like Yahoo! News and Topix.

#### **Overview for iaedp™ press releases in 2020:**

- All press releases realized robust and full national distribution for maximum exposure.
- Press releases achieved total impressions, ranging from 20.7 M – 63.8 M.
- Press releases realized direct media pick up, ranging from 116 total media – 532 total media.
- Press releases also were posted on iaedp™ social media, such as Facebook and Twitter.

#### **Results of Social Media:**

- Page Engagement – Promote traffic and activity on the page with specific posts on page
- Total Visitors – To the various social pages authored by iaedp™
- Develop posts that generates visitors to the website