

If You Liked Us in 2021...

Jen Smith

3 Minutes



STATE OF THE AM&P NETWORK AND 2022 CONTENT AND EVENTS PREVIEW

As you know, 2021 proved to be a pivotal year for SIIA's Associations, Media & Publishing (AM&P) Network and the Associations Council, which is made up of the association publishers who built the strong legacy of the original AM&P.

We began the year by reorganizing three legacy membership groups into a stronger, thriving community that spans multiple media sectors. By combining forces, AM&P Network now offers more services and member engagement opportunities. Now, we are together to learn, share, and borrow brilliance from each other, no matter whether we're publishing for an association, a B2B media brand, or a niche subscription publisher. This year, we have shown that we are better together.

Here's a look at the year:

- + In 2021, the Network offered more than 40 webinars.
- + We launched a new members-only community on Slack where you can get support, make connections, and learn from your peers.
- + In June, we came together for a special virtual event focused on working through the challenges of our current climate together. Reset, Reinvent, Revenue 2021 was a resounding success.
- + AM&P Network became a CAE Approved Provider so that those working toward CAE credentialing can earn those valuable credits.
- + We launched several new programs like Lessons from a Leader and the Editorial Council.
- + We've continued our work toward DEI progress, led by the Associations Council leadership, accomplishing several stated goals for the year.
- + The Associations Council launched nine new volunteer groups, including the DEI Committee, the Freelance Connections Committee, the Community Engagement Committee, and several more.
- + Through it all, we continued to bring you the esteemed *Signature* magazine, the coveted EXCEL Awards, and the highly rated Lunch & Learn program.

2022 Is Full of Exciting Opportunities for Our Community Too

In 2022, we hope to return to in-person events soon, including the anticipated AMPLIFY event in June.

YOUR 2022 AM&P NETWORK CALENDAR

In-Person Events

+ April 26-27, 2022: CEO Summit. The CEO Summit returns as a 1.5-day event in New York City paired with the Neal Awards. The conference will offer senior-level members a full day of programming and networking.

+ June 22-23, 2022: AMPLIFY, AM&P Network's Content & Marketing Summit. Formerly the AM&P Annual Conference, this reimagined event encompasses the full universe of content creators and marketers within AM&P Network to learn and share together.

+ June 22, 2022: EXCEL Awards. The EXCEL Awards recognize the best in association media and return for a live awards ceremony paired with the new AMPLIFY conference.

+ September 2022: TechFlash. New! The single most common request from AM&P Network members is to help them make tech decisions. The new TechFlash event is a two-day hybrid of conference and buyer-seller event that brings together tech leaders and decision makers with leading technology companies.

+ November 2022: Business Information & Media Summit (BIMS). We are seeking partners for this updated version of an established and well-liked conference to produce an event that would expand the universe of attendees.

Virtual Offerings

+ Editorial Training. AM&P Network's 40 Minutes or Less Editorial Training Series, a new program kicking off in January, will offer nine training sessions throughout next year for editors and content creators. Each session lasts for 40 minutes to give your time-crunched content creators actionable tips they can put into place for that next deadline. Our first session debuted Jan. 20.

+ Lunch & Learn Series. Still virtual for the time being, this series digs deep into the specific challenges and opportunities for association publishers. (CAE eligible)

+ Peer-to-Peer Problem & Solutions Sessions. Bring your top publishing challenges and ideas to this interactive session to share with and learn from your peers.

+ Slack Chats. Join us monthly for a morning chat hosted by a volunteer leader. Topics range from self-care to content strategies to employee engagement.

Check the SIIA calendar ([siiia.net](https://www.siiainet.org/calendar)) for the growing list of 2022 events, and register today!

Coming Soon

There's plenty more planned for the year ahead. Here's a sneak peek at what's in store:

+ Signature Live. This webinar series takes the story from the page giving you access to authors and experts from top *Signature* stories. Coming in the second half of 2022. (CAE eligible)

+ Research. Ever wonder how your content's analytics stack up against other media brands? AM&P Network will capture content metrics for you to benchmark towards them.

Thank you again for your support. We are thrilled you are a part of the Network and can't wait to see you on Zoom, in Slack, and in person again this year!



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