

# our perspectives

The depth and breadth of Smithbucklin’s experience and insight have made us a true industry thought-leader. We’re passionate about sharing our perspectives from the associations, societies, and communities we serve.

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## How to Engage Your Audience at Association Events

The competition for your participant’s attention at live events is fierce. Here are tips to make sure your attendees are fully engaged in your sessions instead of their phone screens.

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### Is Your Association Ready to Offer Credentialing?

A strong understanding of your association’s membership, mixed with a willingness to play the long game, can lead to credentialing success.

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### The Value of Copy Editing and Proofreading

Accuracy and consistency are essential in more than just membership lists and financials – your content needs to be meticulous, too.

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### Choosing the Right Association Management Partner

Railway Supply Institute (RSI), a Smithbucklin client, shares their search process for an association management partner, key factors in their decision, and their experience with Smithbucklin.

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Building a culture of trust allows associations to create positive outcomes, be more productive, generate higher-quality education, and increase collaboration.

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Associations have a responsibility to make sure they are accessible to people with disabilities – here's how to maximize accessibility within your organization.

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Two Smithbucklin clients launched career centers with their members in mind, resulting in industry-specific hubs that support members in finding new opportunities.

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