

RMS CASE STUDY

PRINT GRAPHICS & COMMUNICATIONS ASSOCIATION

How RMS revealed the needs, priorities, and motivations of Association membership.



“The programs, benefits and networking of the PGCA far outweigh the cost of membership.”

The **Print Graphics and Communications Association (PGCA)** recently partnered with Research & Marketing Strategies, Inc. (RMS) to conduct a **Membership Survey**. This study provided insights to guide the strategic planning efforts of the new association. The PGCA was formed through the merging of The Printing Industries Alliance (PIA) and the Graphic Arts Association (GAA). The Association provides robust business support services to the paper, print, digital, packaging, and mailing communities in the Northeastern United States.

MARKET RESEARCH STUDY OBJECTIVES

This market research project was designed to solicit feedback from members of the PGCA and learn about Association members’ needs, preferences, motivations, and identify current industry trends.

METHODOLOGY: ONLINE SURVEY

RMS designed, conducted, and managed an online survey in collaboration with PGCA. Working as partners, RMS and PGCA promoted the survey and collected feedback from members. The fieldwork lasted about three weeks and yielded a strong response rate, exceeding previous research efforts.

IMPACT

PGCA has already begun to implement research findings into its strategic planning efforts. Leadership at PGCA is fine-tuning communications and outreach strategies to members, sharing the full breadth of services now offered to members. They are also promoting services more widely to build more awareness of the PGCA services and capitalize on the highly engaged and connected members of the PGCA. RMS provided a valuable service to not only understand member needs but to convert the data gathered from the survey into insights and actionable recommendations, helping PGCA advance its mission to best serve Association members.

KEY FINDINGS

- Assisting in driving profitability and other business issues ranked the highest priority of members, followed by industry training, and marketing to potential customers.
- Members shared that their motivations to join PGCA were networking with peers, accessing experts, and learning about important changes in the print and graphics industry.
- Top barriers to growth included hiring a skilled workforce, retaining/growing talent, economic uncertainty, and an aging workforce.



■ Likely to Renew ■ Unlikely to Renew

*Interested in customized market research studies or want to learn more about our Research Analytics services?
Contact our Director of Research Analytics, Patrick Fiorenza at patrickf@rmsresults.com.*

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