

## Self-Publishing Generates Huge Savings for Industry Association and Value for Its Members



### About FCSI

Foodservice Consultants Society International (FCSI) is the premier association dedicated to promoting professionalism in foodservice and hospitality consulting. With over 1,400 members in over 46 countries, FCSI members offer a wide range of consulting services to the foodservice and hospitality industry including concept development, feasibility studies, food safety, design, marketing, operations and training. For more information, visit [www.fcsi.org/](http://www.fcsi.org/).

***Associations play an integral role in supporting and promoting their industry's interests through public education campaigns, government lobbying, and partnerships with companies. Like any other business, associations compete with one another to attract and retain customers, in the form of members, by providing them with vital information their organizations need to comply with laws and regulations and grow their business. However, as a not-for-profit organization, they must deliver value to their members using minimal budgets and scarce resources.***

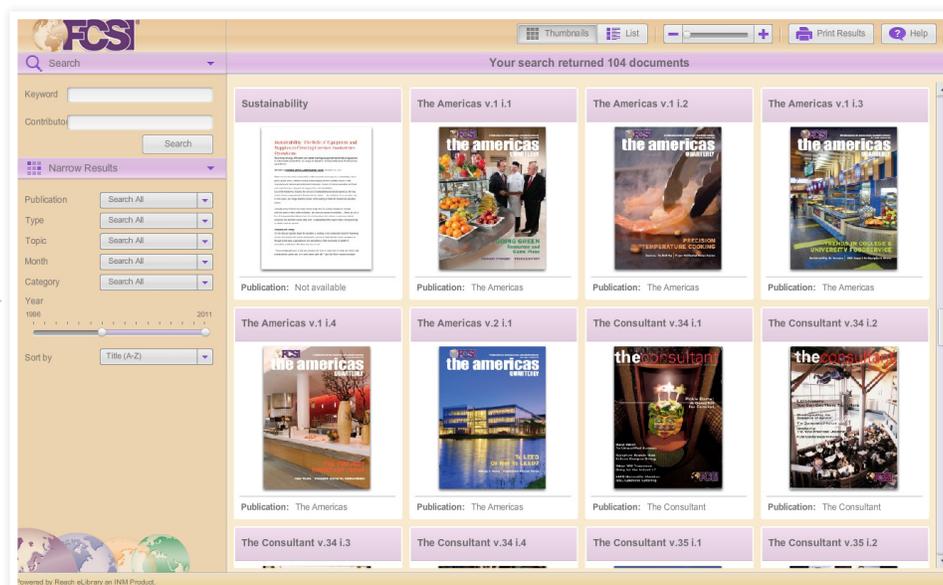
## Challenges

Headquartered in Ontario, Canada, Foodservice Consultants Society International (FCSI) is a professional society with more than 1,400 members across 46 countries. FCSI specializes in providing member foodservice consulting professionals with education and resources aimed at allowing them to maintain cutting-edge industry knowledge and best practices to help them run successful consulting practices.

FCSI established a task force to consider ways to provide education to existing members as well as potential new emerging consultants. They determined that the best way to initially accomplish this goal was to provide members with more timely and convenient access to information by launching an on-line resource library and encouraging members to contribute articles, whitepapers, reference documents, charts, sample documents, and case studies.

The challenge, however, was to achieve these goals without increasing FCSI's production costs, or increasing membership fees.

**Members can quickly find the content they need by using the advanced, yet intuitive, searching capabilities of the Reach eLibrary.**



## Solution

FCSI recognized that publishing more content without increasing costs would require the association to move to a self-publishing solution.

FCSI contacted Integration New Media (INM), a Montreal-based developer of Rich Internet Applications and Adobe partner, to have an online library system added to the association's website.

Once FCSI's management team had the go-ahead to proceed it took less than three weeks for the Reach eLibrary solution from INM to be ready for launch. The Reach eLibrary leverages Adobe Flash and PDF technologies to bring document content to the association's website, thus providing members with access to content from the convenience of their home or office, or on the road, 24 hours a day, seven days a week. INM worked with FCSI staff and a local partner to scan and prepare 70 back-issues of "The Consultant", a global magazine published by the association, and to upload more than a hundred articles, whitepapers, case studies, and other documents.

Members can quickly find the content they need by using the advanced, yet intuitive, searching capabilities of the Reach eLibrary. Members can then preview and read documents directly within their browser without the need to download the entire PDF file.

The user interface design of Reach eLibrary was customized to match the look and feel of FCSI's branded website to ensure a seamless and transparent web experience for its members. Moreover, FCSI's management team can now publish all of their content to the e-library on their own without the help of any external supplier.

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## Results

Feedback from members has been extremely positive, according to Scott Legge, Executive Director at FCSI.

“The first thing our members wanted to know is why we hadn’t introduced an e-library sooner,” said Legge. “They were also impressed with just how easy the system is to use and how visual the e-reading experience is. They especially like how flipping through the PDF files mimics the process of flipping through a print publication. We’re hoping that this will help us to attract new members.”

What is equally impressive about the solution is that FCSI now spends less money publishing more content than before.

“We used to spend \$9,000 every year just to publish ‘The Consultant’ in an electronic format. That didn’t include all of the other publications we publish” said Legge. “The self-publishing capability provided by INM’s Reach eLibrary has enabled FCSI to cut our publishing costs by 50% in the first year alone. Next year, our savings will be even greater.”

### For more information:

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