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WELCOME

Thank you for joining the session. This session will be recorded. Due to the number of participants, all attendees have been muted upon entry. If you have any questions, please use the chat feature and your questions will be addressed at the end of the presentation. Any questions not addressed by the close of the program will be collected and addressed by email.

Thank you!

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MoU Capacity Building for JSMO

ASTM Public/Media Relations & Branding

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www.astm.org





Topics

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Overview of ASTM International

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Global Operations and Outreach

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Key Communication Functions at ASTM International

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Media Relations and Branding

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Questions & Answers Session



ASTM International

Operating Globally

- ASTM is one of the world's largest Standards Developing Organizations, with global reach and influence
- With over a century of experience, ASTM offers trusted, relevant, and high quality standards that are accepted globally
 - Established in 1898
 - 30,000 volunteer members from 154 countries
 - 148 main committees and 2,053 subcommittees, covering over 90 industry sectors
- The choice for many global industries
 - 46% outside USA



Attributes of Standards Systems that Produce International Standards



Open and Transparent Process

- Direct and equal participation to ASTM for all people and organizations
- Information on ASTM International standards are transparent and readily available online

Impartial, Consensus-Based Model of Engagement

- Balanced system where producer votes are equal to those of users
- Impartial, inclusive, and fair to all, with appeals and protections to avoid abuses

Effective and Relevant Standards

- Constantly responding to market needs, keeping pace with industry and innovation
- Relevant to the global marketplace and performance-based in application

Driven by Research, Data, and Science-Based Decisions

- Focus on science and technical quality, and specifically addressing risks and needs

Collaboration with Other Standards Bodies to Avoid Duplications

- Collaborate with other standards organizations to avoid duplication and to pursue international standards work in a smart way

Key Functions at ASTM International



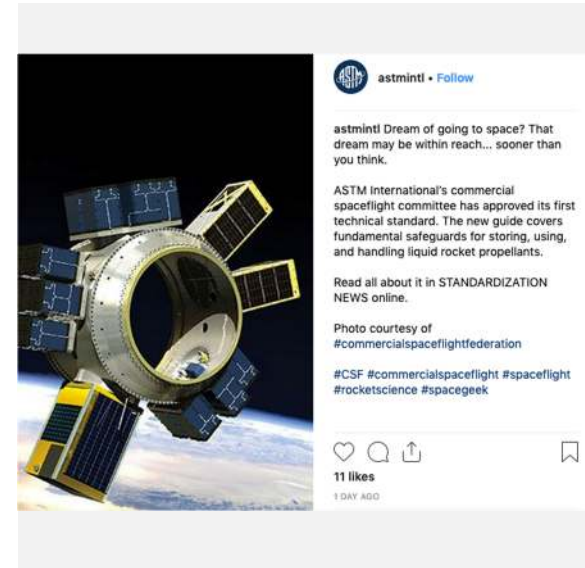
Public / Media Relations

- 2 staff
- Heavy content flow
- Industry-specific + mainstream media
- Journalist relationships
- Annual Report, op-eds, etc.
- Brochures, giveaways, booths



Print/Digital Magazine

- 2 editorial staff plus in-house designers (shared with marketing)
- High-quality, in-depth content
- Infographics
- Bimonthly print (English)
- Online (English, Spanish)
- Biannual Chinese



Digital Engagement

- 1 staff
- Social media
- Branded video projects
- High-level web content, homepage
- E-newsletters
- Liaison to IT department
- Some design

Collaboration, Responsiveness with Media



- Mainstream media
 - Explaining your organization simply
 - Time sensitivity
 - Wire releases for major news
 - “Exclusives”
- Industry/trade media
 - Industry-specific journalist lists
 - Content-sharing partnerships
 - Paid media coverage
- Tip: external training is helpful



Maximize the reach of print/digital content



- Homepage
- Newsroom page
- **Online magazine**
 - **Standardization News**

Tips:

- Track key metrics
 - views/traffic
 - time-per-page
- Explore new platforms
 - html and pdf versions
 - app



Digital Engagement is Crucial



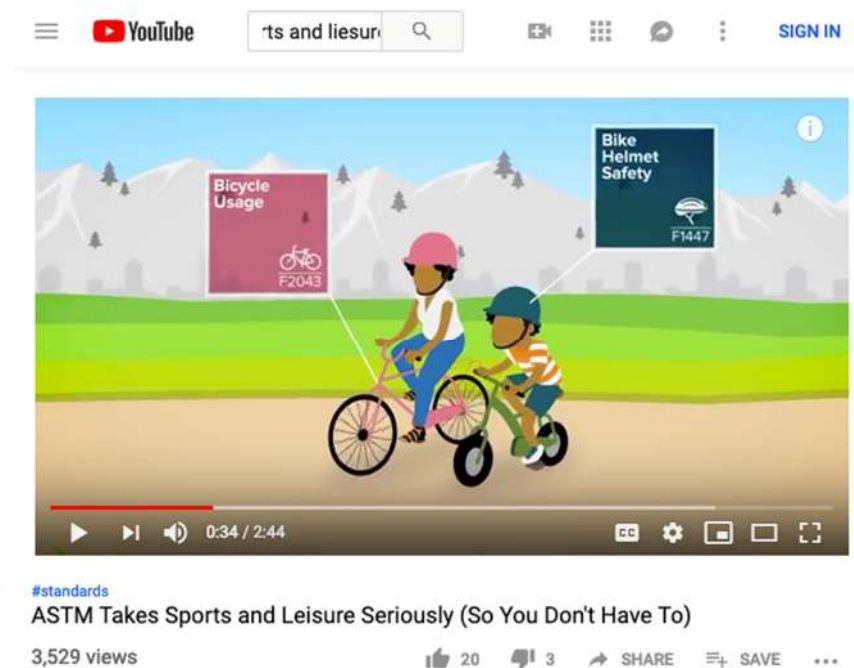
- Ask: “How will we share this?”
BEFORE creating content
- Choosing channels:
 - LinkedIn (high value)
 - Facebook
 - Twitter (individual accounts)
 - Instagram (fun)
- Advertising considerations
 - Facebook – microtargeting
 - LinkedIn – cost
- YouTube
 - Views, subscribers



Videos are Powerful Message Vehicles



- Tip: One high-quality overview video
 - [“Connecting the Dots”](#) (professional)
- Position your organization as a leader
 - Existing: [oil/gas](#), [concrete](#), [buildings](#)
 - Emerging: [exoskeletons](#), [cannabis](#)
- Explain a complex process
 - [Your First Committee Week \(animated\)](#)
- Announce a major initiative
 - [Additive Manufacturing Center of Excellence](#)
- Reach the public directly
 - [“Sports and Leisure Time”](#)



Become a Trusted Source of E-News



Examples:

- Monthly member update
- eNews
- International stakeholders (quarterly)
- European stakeholders
- Students/faculty

September 2018

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eNews

HEADLINES

CALENDAR

SYMPOSIUM & WORKSHOPS

Upcoming Meetings in D.C. Provide Unique Opportunities

Thousands of members will flock to Washington, D.C., over three committee weeks in October, November, and December to do what they do best: use their technical expertise to create and update standards.

The location provides unique opportunities to engage government agencies, congressional staff, global trade associations, consumer groups, and others.

Click here to learn more

Also check out this interview with representatives from four major federal agencies.

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Student Newsletter

SCHOLARSHIPS AND AWARDS

Final Notice: Graduate Scholarship Applications Due April 30

Graduate Scholarships are presented each year to up to four high-potential graduate students. This scholarship rewards graduate students who have shown high levels of interest in or involvement with ASTM International standards.

Applications are due April 30.

Winners Announced for Global Center of Excellence for 3D Printing

ASTM has announced the winners of a global competition for its first-ever Center of Excellence, which will focus on additive manufacturing (AM), also known as 3D printing. From a pool of dozens of proposals submitted in December, EWI and Auburn University, USA were co-selected. The organizations and their partners will work to create a global innovation hub that advances technical standards, related R&D, education and training, and more. Read more.

Check Out the Emerging Professionals Program

This Emerging Professionals Program provides long-term benefits for new members who have demonstrated the potential to be industry and committee leaders. Find out how to become involved.

Meet some about emerging professionals in the hydrocarbon industry.

MEETINGS

Visit one near you to learn about how ASTM International standards are developed. All upcoming meetings can be found at ASTM meetings and symposia for free.

May Committee Week

May Committee Week May 29-31 is in San Diego, California, USA. Committee meetings there will develop standards for metals, building materials, manufacturing, nanotechnology, consumer products, and more. There will be a symposium on 3D printing and features of related metal devices. Read more.

Other Meetings

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Global Cooperation Quarterly Update

HIGHLIGHTS

MEU Program Welcomes Three New Standards Bodies

To date, 170 Standards of Understanding have been signed with national and regional standards bodies. New MEU partners include Singapore Standards and Testing Institute (SSTI), Institute of Standards of Cambodia (ISC), and German National Agency for Standards and Metrology (DIN/PTM). Due to these agreements and growing participation across technical committees, ASTM International standards have been cited nearly 8,000 times worldwide.

Technical Visitor Grant Program Participants Focus on Petroleum

Albert Nyegechi, a standards officer from the Kenya Bureau of Standards (KEBS), and Abimbola O. Odeh, a director of the quality department at the Eastern Region Office of the Saudi Standards, Metrology, and Quality Organization (SASO) were in the U.S. last month to study petroleum-related standards.

REGIONAL UPDATES

Asia-Pacific

Eastern Two days of programming took place at the Eastern Standards Summit 2018 in the United States. The President of Global Cooperation, Teresa Comberly, presented information about ASTM International, its role in the standards development process, and regional support services. Comberly also presented a special proposal for opportunities to work together more closely.

The second day featured 30 representatives, including 800 technical committee members, industry representatives, and private consultation agencies leading seminars. Two presentations were given and addressed the ASTM process and membership benefits. The other focused on products and services ASTM offers for organizations looking to improve quality.

Regional Over 100 Asia-Pacific Standards Committee (PASC) members in Japan, Korea, Cambodia, and Thailand met and shared with 100 members in Taipei (TSC) and Mumbai (MSC). In Thailand, one committee is ongoing, while the ASTM TSC has yet to get started with the local, international relations, and legal departments. They reviewed the goals of technical committees, the TSC, meeting procedures, and available publications.

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Winter 2018

eBulletin Bi-annual Edition

Additive Manufacturing Leadership Grows in Europe

Europe's involvement in global standards for additive manufacturing continues to grow. The European Commission has announced a new initiative to support the growth of the additive manufacturing industry in Europe.

New Video Unveiled at Major Petroleum Conference (PEP/ETC)

President Katherine Meyer unveiled ASTM International's new 10-minute "Comprehensive View" video at the PEP/ETC conference in Atlanta on 28 November. The video shows how ASTM International helps its members, customers, and stakeholders "stand the test" of rigorous standards and standards-related services.

ASTM Co-Hosts Workshop on Declarable Substances

ASTM International's Committee on Declarable Substances in Materials (P42) and the German Institute for Standardization (DIN) co-hosted a workshop on "Declarable Substances Challenge and Standardization" on 8 November at DIN headquarters in Berlin.

DIN Co-Hosts Workshop on Declarable Substances

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ASTM Co-Hosts Workshop on Declarable Substances

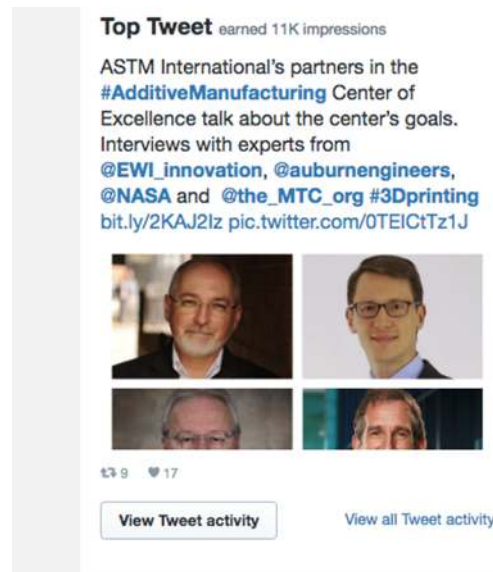
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Case Study: Additive Manufacturing Center



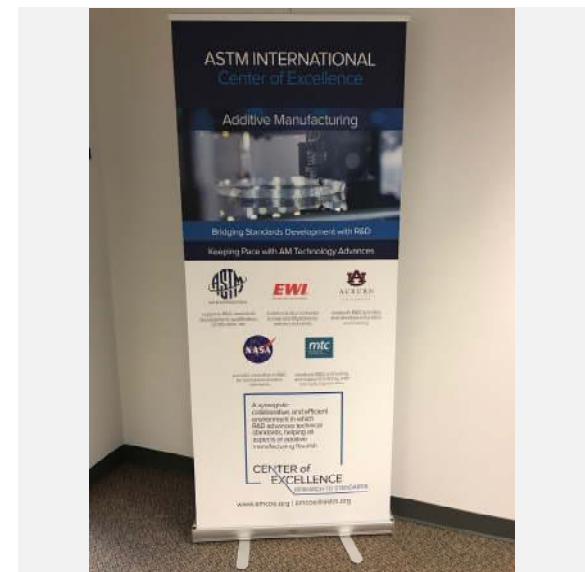
Media Relations

- Target industry publications/outlets
- Proactively arrange interviews
- Leverage widely-read e-newsletters



Digital engagement

- www.AMCOE.org
- Leverage partners
- Livestream kickoff
- Video interviews/production
- Standalone LinkedIn page



Promotional efforts

- Targeted e-blast (purchased list)
- Special magazine issue (expanded distribution)
- Brochure + overview
- Infographics
- Pop-up signs + giveaways

Questions





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Thank you for your participation in today's session.

Any unaddressed questions submitted through the chat will be collected and answered by email. If you have further questions, please submit them to GlobalCooperation@astm.org.

The session recording will be made available on:
<https://astmppecollaboration.org/jsmo-astm-cooperation>

www.astm.org

