



Overview 2016

The NACE brand was created to clearly communicate the organization's purpose and to position its value to the catering and event profession. We will establish the brand as one that is synonymous with a unique experience, where industry leaders from all over the world can come together to increase their professional network, gain valuable information and design a career path to help them succeed in the hospitality industry.

Mission: To advance the catering and events industry and its professionals.

About NACE: The National Association for Catering and Events (NACE) is the first, non-profit, national organization for caterers, event planners, and event professionals that provide education, certification, and a network of resources for members in all segments of the hospitality industry.

Point of View

In a world where margins are slimmer and expectations are greater than ever before, catering and event professionals must keep current on trends, produce creative ideas, and continually build upon their network of innovate professionals to be successful and competitive. The National Association for Catering and Events (NACE) paves a clear career path for catering and event professionals that directly affects the way they do business and sets them apart as a professional in the hospitality industry.

Value Proposition: NACE has the education, tools, and resources you need to set yourself apart in the hospitality industry.

Core Values

Professional	Supportive
Respect	Community
Trust	Socially responsible
Integrity	

NACE Brand Goals: By successfully branding NACE, we hope to:

- Grow and maintain a robust membership by providing professionals with resources and education to help them stay on trend, grow their businesses, and support their network.
- Provide an environment where professionals can be recognized for their value and achievements.
- Help consumers understand how working with a NACE professional can provide them with a memorable experience, brought to them by a member in good standing.

Name and Tagline: The name of the organization will be recognized as follows:

- National Association for Catering and Events
- The National Association for Catering and Events
- The acronym NACE can also be used

The tagline, *One Industry. One Association.* refers to the expansive network of professionals in the hospitality industry that work together to make events happen, as well as identifies NACE as the one organization where they can come together for personal and professional growth.

For social media purposes: @nace and #nace

Messaging

Introduction: In a world where margins are slimmer and expectations are greater than ever before, catering and event professionals must keep current on trends, produce creative ideas, and continually build their network of innovative professionals in order to be more successful and competitive. The National Association for Catering and Events (NACE) is the first non-profit, national organization for caterers, event planners, and event professionals that provides education, certification, and a network of resources for members in all segments of the hospitality industry.

Membership: You need an organization that paves a clear path for your success, one that directly affects the way you do business, and sets you apart as a professional in the catering and events industry. Whether you're just starting out or an experienced professional, the National Association for Catering and Events (NACE) has the education, tools, and resources you need to build and excel at your career. [*see expanded messaging in membership brochure copy*]

Benefit area messaging

- **Meet** (*networking*) – Unlike any other organization, we offer catering and event professionals the opportunity to connect with each other at every turn. From in-person meetings at the local and national levels, to collaborating online through social media, our members value their personal experiences and are confident because of the support they receive from their peers.
- **Learn** (*education*) – Our education programming is versatile and dynamic. We provide experiential learning, where audiences engage in the creative process of catering and events as well as understand the foundations on which the industry operates.
- **Know** (*resources*) – Being on trend isn't just your job, it's your passion. NACE enlists professionals from around the globe to contribute to our articles, blog posts, and dialogues. We make sure you get access to these resources so you can make your clients' experiences memorable.

CPCE: Making a commitment to the catering and events profession means making your mark. By becoming a Certified Professional in Catering and Events you are elevating your credibility in the hospitality industry and increasing your marketability for career advancement.

Business Partners/Sponsors

FOR MEMBERS: Our partners are a crucial part of our success in our businesses and community. They contribute to our chapters and our members with their willingness to grow our organization and support our national and local efforts.

FOR PARTNERS: Your business needs to grow and you need access to the professionals who use and buy your products the most. NACE has successfully created relationships with corporations and small businesses by

integrating them into our organization, building brand recognition for our sponsors and securing new opportunities directly with the end users of your products and services.

- **Executive partners** - Our executive partners are integrated into NACE, woven throughout the organization at all levels. We work with you to make sure your goals for our partnership are realized and you have access to members who will not only use your products, but will also champion your business as a result of your relationship with NACE.
- **Industry partners** - This highly specialized partnership is for companies and organizations who want a unique attachment to NACE. Industry partners have an influence on the education of NACE members for their businesses, careers, and the environment.
- **Corporate partners** - The corporate partnership allows integration through marketing and membership vehicles that line up with your goals. Use your corporate expertise to interact exclusively with a target market that can make a difference in your business.