Why organizations choose Momentive Software's connected solutions to amplify their impact

2000
Meeting attendees added using NetForum + Expo Logic with no additional wait time

27k
Additional non-dues revenue from YM Careers while automated marketing emails do all the work

43%
Growth in revenue in exhibits and sponsorships in just two years
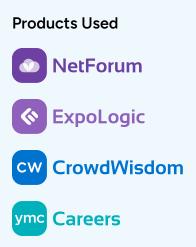
About Electrochemical Society

ECS, a nonprofit professional society established in 1902, advances theory and practice at the forefront of electrochemistry and solid state science and technology, and allied subjects. Their robust global membership researches innovative solutions to major challenges. ECS hosts prestigious meetings, publishes research, fosters education, and collaborates with other organizations.

> "When ECS needs a new add-on or software, the first place I'm going to look is the Momentive ecosystem to support NetForum, our system of record.

Shannon Reed, Senior Director of Engagement, The Electrochemical Society

Products Used

🔷 **NetForum**

🔷 **ExpoLogic**

cw CrowdWisdom

ymc Careers

Challenges

The ECS membership department is a small team and needed to get creative, so they leveraged NetForum's knowledge base and the NetForum Users Group to set up efficient processes. They also needed scalability to accommodate its growth, so they moved to NetForum's cloud option hosted on Microsoft Azure.

ECS needed additional funding to support programs for members, so they turned to YM Careers job board to drive non-dues revenue.

Long lines at event registration caused frustration for staff and attendees, so ECS added Expo Logic to streamline its registration process. In considering learning management software to enhance the member experience, it only made sense for ECS to choose Crowd Wisdom LMS.

Solutions

Crucial to advancing ECS' mission is its software ecosystem, ECS leverages Momentive solutions, choosing to integrate technology to help meet and exceed its goals.

Being heavily involved in NetForum's user group gives ECS support and knowledge. Through integrating NetForum with Expo Logic's Badge[on]Demand, ECS now has automated processes coupled with dedicated support to make the registration process easier and pleasant for attendees.

Additionally, ECS uses YM Careers job board not only to bring in non-dues revenue, but as a conversation starter, making it easy to tell organizations how partnering with ECS will grant them access to their community.

Results

Now ECS has its software ecosystem figured out. ECS uses NetForum as the source of truth for data, easily integrating with other Momentive Software products.

The organization successfully accommodated a huge increase in meeting attendees with Expo Logic's Badge[on]Demand integration. They processed over 5000 attendees with no wait times during their biggest event to date, an increase from 3,000 attendees.

ECS easily boosted non-dues revenue with YM Careers to support member programs, which requires little staff effort, just monitoring. Pleased with its Momentive solutions, ECS onboarded Crowd Wisdom LMS to improve the staff and constituent experience by tracking learner data and improving educational offerings.

Propel your mission and vision forward

Discover how Momentive's solutions can help your organization achieve its goals.

Learn more

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at **momentivesoftware.com**.

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