

DIETITIANS IN BUSINESS AND COMMUNICATIONS

Professional & Customized Collaboration Opportunities

Updated: April 2019

The DBC Strategic Collaboration Approach

DBC offers a variety of ways to engage with its members in the effort to achieve business objectives. All collaborators work with the DBC Business Development team to develop the 'package' that works best for their needs. Recommended steps include:



The DBC Advantage

A synergistic relationship that provides a win-win situation is what DBC wants to achieve with its collaborators, which is why they receive:

A **collaborative** effort to achieve desired goals

Immediate and long-term **strategic planning**

Outcome **measurements**

Continuous **re-evaluation** of efforts

Recommendations on how to build from previous initiatives

Shared Business Objectives

DBC and its collaborators work together to achieve a variety of shared business objectives, including:

- Gauging and increasing **awareness**: brand, product, initiative, and more
- Understanding and improving **brand reputation** / perceptions
- Creating **brand differentiation**
- Gauging and increasing **educational resource usage**
- Understanding **educational resource needs**
- How to **reach consumers** through dietitians
- Building meaning and **lasting relationships** with dietitians
- Discovering a **'need set'** of a specific member segment

Collaboration Benefits

Relationships are key to the success of any business, and DBC is no different. The team values its collaborators and ensures everyone feels valued. Given this...



Collaboration Opportunities

The below opportunities are categorized by communications to or between DBC members. This approach allows a company to choose the best tactic based on desired outcome and goals.

Networking: \$750 / \$1,500

- Local Networking Event Integration
- National / FNCE® Event Integration

Two-Way, In-Person Communication: \$10,000

- Customized* or Integrated** Educational & Experiential Workshop
- Member or Executive Committee Focus Group*

One-Way Communication: \$2,250

- Customized Email / E-blast with two hyperlinks and one graphic
- DBC Webinar Content Integration
- DBC **Business Insights** Newsletter Electronic Insert

Two-Way, Non-In-Person Communication: \$4,750

- Research Survey with Customized Email and optional link to branded educational materials
- Customized Educational Content Webinar plus Pre/Post Surveys
- Virtual Member/Executive Committee Focus Group

NOTE: Any FNCE® integration requires the collaborator to have a booth on the Expo Floor

**Recommend conducting at FNCE® or a local Affiliate/State Dietetic Group Annual Conference to minimize travel costs (A minimum of six-months is needed to coordinate Customized Workshop or Focus Group)*

***Depending on the year, DBC conducts in-person or virtual workshops. Please speak with Business Development Chair to determine if integrating within this effort can help your brand achieve its objectives.*

DBC Member Composition & Significance

Impact

DBC is a lead organization in advancing food and nutrition business, marketing and communication initiatives. They are influential decision-makers holding leadership positions in or as consultants to:

- | | |
|------------------------|-----------------------------|
| ○ CPG Companies | ○ Regulatory Bodies |
| ○ PR Agencies | ○ Private Practice |
| ○ Foodservice Channels | ○ Emerging Technologies |
| ○ Restaurant Industry | ○ School Systems |
| ○ Supermarket Sector | ○ Sports Nutrition Industry |

Influence

DBC members (1,100+) span the globe with members from Sweden, New Zealand, plus others, and nearly every state in the U.S.

Intel

Greater than 1/3 of the members have 26+ years' experience

DBC Members Provide its Collaborators with:

Impact
Influence
Intel

Dietitians in Business and Communications
eat right. a dietetic practice group of the Academy of Nutrition and Dietetics