

CONSULTING DIVISION

WHO IS THE GANNETT HEALTHCARE GROUP?

You've known some of our products and services for decades (*Nursing Spectrum, NurseWeek, continuing education, etc.*) What you may not know is the extensive knowledge and experience we have in others areas such as events management, creating and managing large databases, research and survey services, marketing and promotion, communication, and publishing. We are now making that expertise available to organizations and associations through our Consulting Division.

SERVICES

Services available to organizations and associations include, but are not limited, the following.

- Membership services – membership processing, tracking, recruitment, and retention
- Meeting and conference planning and management – site selection, contracting, conference planning, exhibit management, pre-conference marketing, meeting registration, and onsite management
- Marketing, and promotion – developing association marketing materials
- Publishing (print and online) – brochures, newsletters, journals
- Speakers' Bureau services
- Communications services including Public Relations and media training
- Direct Mail services
- Development, implementation, and data analysis for surveys and other research activities
- Focus groups – developing and conducting focus groups and analyzing the results
- Database management
- Strategic planning

CONTACT US

To discuss the services we can provide your organization or association or to request a proposal for services, please contact Beth Ulrich, EdD, RN, FACHE, FAAN, Senior Vice President, Professional & Consulting Services at BUlrich@GannettHG.com or 281-412-3493 or Terri Gaffney, RN, MPA, Vice President, Consulting Services at TGaffney@GannettHG.com or 703-237-6515