

## IARE is the ONLY

It is exciting to be finalizing the details for our 34<sup>th</sup> annual conference in September. At our mid-year Board meeting in May a group of IARE leaders worked with an expert to reconsider our brand positioning as vibrant organizations must every few years.

The result of the brainstorming is a one-sentence definition that we think you will love, "IARE is the **only** contact center association solely focused on bringing travel industry peers together for networking and education to drive business results."

ONLY matters. We are unique in purpose, design and approach and that is part of what makes IARE relevant and sustainable.

The workshop was exciting and inspiring because it illuminated new ideas about our brand personality and value proposition.

We will share more from our brand positioning session at the 34<sup>th</sup> annual conference September 23 – 26, 2018 in San Antonio and we're looking forward to hearing your thoughts on how we can stay relevant and important to each other as we take our organization into its 35<sup>th</sup> year and beyond. Learn more about the conference and register on at [www.iare.com](http://www.iare.com).

If you had to come up with an only for why IARE is important to you what would you say? How does IARE make a difference in your world and how does your contribution to our collective intelligence matter to you?

Angela Meyers  
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