



**Situation**

Moving an association's members and partners forward in a new direction requires focus, determination and a compelling message that resonates with diverse stakeholders. In the post "dot-com" era, technology business associations have to aggressively focus public attention on the need for continued investment in technology infrastructure, innovation and workforce development. The TechQuest Technology Council sought to elevate the role of technology development in state and national policy while also enhancing the visibility of its members and partners.

**Strategy**

The Council started its engagement with Wendt Partners by focusing on strategy. One-on-one meetings with the Council's chief executive and working sessions with key board members helped refine the business plan and growth strategy of the organization, as well as further develop its primary communication goals and messages. One outcome of that process was the decision to organize the Council's programs into four categories that directly



strategic consulting

branding & messaging

organizational development

integrated communications



advise

design

engage

deliver

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■ **Kelly Lewis**

President & CEO

TechQuest Technology Council

tied to its public policy agenda, thus clearly demonstrating the connection between member services and development objectives.

**Solution**

Wendt Partners then created a unique, mission-focused branding platform for the Council—retaining the organization’s existing corporate logo for continuity purposes, but providing a rich, fresh visual presentation that signified a new, integrated strategy for the organization. A major component in this was the research, development and publication of the *Renaissance Report*, a definitive analysis of technology development and deployment that incorporated more than 75 data points and benchmarking references following phone and email interviews with more than 100 member contacts. A new print and e-newsletter program, coupled with highly focused public relations, launch events and partner outreach efforts, complemented the change theme and garnered powerful results. “We are using these as a premier media presentation and platform for promoting technology and innovation,” said Kelly Lewis, President & CEO. “The *Renaissance Report* successfully demonstrates that technology development and innovation serves as a bedrock foundation for so much of our region’s economic success.”

**Sectors**

Association, Business-to-Business, Economic Development, Technology, Workforce Development

**Services**

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications



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