



HolmesCorp.com

# Driving Association Growth Through Member Engagement & Learning

For more than 50 years, Holmes Corporation has partnered with world-class associations to drive member engagement and revenue growth through hands-on collaboration with our experts and a comprehensive suite of technology solutions. From strategic planning and content development to marketing, global distribution and ongoing support, we provide complete end-to-end service so you can focus on what matters most—your members.

## Three Integrated Solutions that Transform Member Engagement

### Competency Assessments

Data-driven insights that precisely identify individual and team knowledge gaps.

- Individual competency assessments
- Enterprise-wide skills mapping
- Industry-specific benchmarking based on your association's standards
- Clear pathways for professional growth

### Adaptive Learning

Personalized certification preparation and professional development programs.

- Study pathways determined by assessment results and learner preferences
- 35% reduction in required study time
- Up to 25% higher exam pass rates
- Marketing, sales and channel management support to drive growth

### Engagement Portals

AI-powered guidance that connects members with relevant resources.

- Personalized portal for ongoing learning
- Driven by assessment, learning and preference data
- Lifelong member engagement and retention
- Seamless user experience through integration with associations' systems

Global Reach.  
Real Impact.



2.1 Million Careers  
Advanced



1,300 Corporate  
Customers



800+ Global  
Training Partners



200 Countries  
Served



80% Exam  
Success Rate

## End-to-End Solutions & Support

Holmes Corporation's team of experts, spanning content and software development, production, marketing, channel management, sales, distribution, and customer support, works with associations to design and deliver products tailored to your market.



### Evaluate

Provide associations with business intelligence and strategic planning to drive engagement and go-to-market strategies.



### Design

Bring the association's body of knowledge to life and support professionals' learning journeys by developing content with subject matter experts and designing customized programs.



### Create

Leverage our purpose-built platforms and knowledge engine to build and produce all course components, including assessments, learning materials, online study tools, and instructor resources.



### Market

Generate awareness and build demand with a proven channel management strategy focused on individual learners, education partners, and corporate relationships.



### Distribute

Ensure seamless delivery of products across all distribution channels, from shipping to online license management.



### Support

Support associations, learners, employers, and training partners with customer care, technical assistance, business intelligence, strategic planning, and continuous quality improvement to drive business success.

## Trusted Partner of Many of the World's Leading Professional Associations



## How Can Holmes Corporation Help You?

Contact us at [solutions@holmescorp.com](mailto:solutions@holmescorp.com) or visit [HolmesCorp.com](http://HolmesCorp.com).

