FOR IMMEDIATE RELEASE
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IIDA WINS 2016 GOLD CIRCLE AWARD FOR EXCELLENCE IN ASSOCIATION COMMUNICATIONS

CHICAGO — The International Interior Design Association (IIDA) announced today that it has been recognized by ASAE with a 2016 Gold Circle Award in the Print Magazine category for Perspective, a thought-leadership journal for commercial interior designers. The Gold Circle Awards competition is the premier association marketing, membership, and communications award that recognizes excellence, innovation, and achievement in association/nonprofit marketing, membership, and communications programs. This year’s competition received more than 163 entries across 11 categories, including convention/meeting campaign, print magazine, member retention campaign, and video.

“Perspective is a refreshing, unique, and expert voice among design industry publications and is a key IIDA Member benefit, providing interior designers, both seasoned and up-and-coming, a journal that takes a deep-dive into relevant topics, and offering readership an edge in the industry,” said Vera Reinke, Senior Director of Marketing and Communications at IIDA. “Through Perspective, IIDA is able to illustrate design’s importance both socially and culturally, and we are so pleased to have our publication recognized with a Gold Circle Award.”

“This award recognizes associations that are creating effective ways to communicate their messages including elements of creativity, design, technology, and metrics, which measure the success of their tactics and campaigns,” said ASAE President and CEO John H. Graham IV, FASAE, CAE. “Marketing, membership, and communications are crucial functions for any association – it’s the primary means for sharing information with members and staff as well as branding the organization to the global community.”

Entries for the Gold Circle Awards competition are judged consistently in each category based on criteria established by the ASAE Gold Circle Award Committee for excellence in association marketing, membership, and communications programs.

“We received exceptional submissions this year in all the categories, and the judges had a hard time selecting which organizations received the Gold Circle Awards,” said Tom Quash, CAE, VP, Marketing, Communications, and Publications at the Association of Women’s Health, Obstetric & Neonatal Nurses, and chair of the Gold Circle Awards Committee. “During the MMCC conference, we will have an education session highlighting winners’ projects, so attendees can gain insight on strategies that worked well and use them for future campaigns.”

For more information on the winners, visit Gold Circle Awards. To read the latest Perspective, visit iida.org.
About International Interior Design Association
IIDA is the Commercial Interior Design Association with global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 15,000+ members across 58 countries. IIDA advocates for advancement in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. iida.org

About ASAE: The Center for Association Leadership
ASAE is a membership organization of more than 21,000 association executives and industry partners representing 9,300 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit www.asaecenter.org.