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# Emergency Nurses Association Corporate **Engagement** Council



## Move our industry forward through a collaborative insight opportunity with the Emergency Nurses Association!

The Corporate Engagement Council (CEC) is designed to support innovation, advances in emergency nursing education, research and advocacy. As a Council Member, you'll benefit from:

- ✓ Advance Industry Insights
- ✓ ENA Research Inputs
- ✓ Networking Exposure to Leadership Decision-makers
- ✓ Live Meeting Advantages
- ✓ Extensive Recognition

In addition, participate in dedicated sessions with ENA leaders from the association team, board of directors and key ENA influencers – a mix of businesses, educators and hospitals. Together, we will continue to create new ways to advance our profession.

Your partnership in the CEC provides a unique mechanism for feedback on trends and planning initiatives with a community of leaders with a proven dedication to a higher level of care. You'll enjoy a platform for members to better understand the opportunity gaps within our market.

## Interface with industry leaders and boost your strategic advantage.

- ✓ A forum to discuss key issues, hot topics and their implications
- ✓ Share educational opportunities and solicit feedback on alignment with corporate development
- ✓ Showcase technical and business trends that can influence your strategic planning decisions
- ✓ Identify potential shared knowledge gaps
- ✓ Network with industry leaders and collaborate on new ideas for programs, projects and promotions



**Linking the Council  
Member experience to  
value.**



**40%**

*of ED nurses reported  
they would like  
additional training on  
equipment\**

**10%**

*would like additional  
training for reducing  
medical errors\**

**45%**

*plan to pursue specialty  
certification to advance  
their careers\**

\* As reported in the 2019 study Emergency/Trauma/Transport Nursing Survey (ETTS) conducted by HumRRO.

## From touchpoints to journeys: Gain a competitive edge while directly benefiting patient care.

The main hurdle in the customer/member experience is translating boardroom vision into action at the front line. Becoming an ENA council member will give you an advantage in seeing the end-to-end journey.

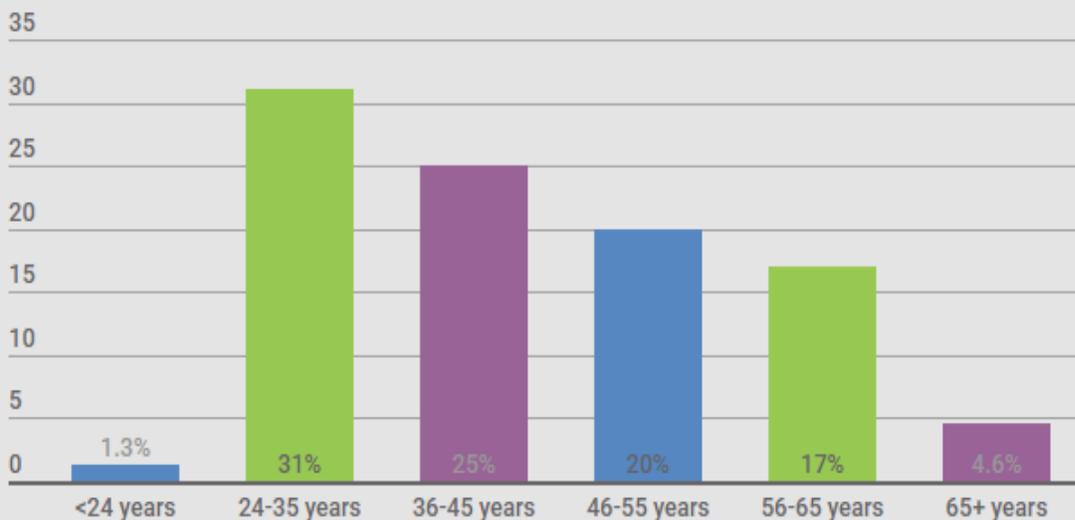
**Fact:** Nursing turnover continues to be an industry challenge with 25% of ED Nurses intending to leave their position within the next 3 years\*

**Benefit:** ENA is your unique source to replenish your “Champions.” Be at the forefront of helping shape better futures

**Fact:** 60% of our members have a stake in the purchase of ED products, equipment and services\*

**Benefit:** You’ll gain insights from ED “super-influencers”

## Who Are ENA Members?



\* As reported in the 2019 study Emergency/Trauma/Transport Nursing Survey (ETTS) conducted by HumRRO.

\*\* Emergency Nurses Association (ENA) self reported member data as of May 2019.

## ENA Council Member Benefits

Membership Includes	
Direct ENA Board and Senior Leadership Opportunities	<p>Exclusive invitations to senior ENA-hosted events to collaborate and glean insights into ENA hot topics and strategic planning areas of focus</p> <ul style="list-style-type: none"> <li>▪ Two seats at the CEC Semi-Annual Summit held at ENA’s <i>July</i> Board Meeting</li> <li>▪ Two seats at the CEC Semi-Annual Summit held at ENA’s <i>December</i> Board Meeting</li> </ul>
	<p>Review of strategic plan, industry insights and industry topics introduced. Possible industry alignments and opportunities.</p>
ENA Foundation	<p>“Named” Annual Conference Scholarships &amp; Recognition – ENA Foundation. Fuel the future of our industry with education and industry exposure.</p>
Conferences and Networking	<p>CEC Reception at Annual Emergency Nursing Conference. Invitation to CEC/President’s Reception (2 attendees)</p>
	<p>Welcome Party at Annual Emergency Nursing Conference (2 tickets)</p>
	<p>Additional 10 x 10 Exhibit Booth Space at Annual Emergency Nursing Conference</p>
	<p>Early booth selection priority</p>
Recognition	<p>Recognition as CEC Member at ENA Annual Meeting, ENA19 microsite, mobile app, visual acknowledgement and at convention and walk-in slide</p>
	<p>Recognition on ENA’s Website with a link to CEC Partner’s website</p>
	<p>4 Weeks of banner ads in ENA Newsline (member eNewsletter)</p>
	<p>Complimentary subscription and recognition (multi-support) ad in ENA Connection magazine</p>
Research and Advocacy	<p>Exclusive ability to submit 2-3 questions via semi-annual ENA member research questionnaire/survey – Close-ended questions and “other, specify”</p>
	<p>Exclusive ability to participate in CEC Focus Group at ENA Annual Conference (priced separately/additionally)</p>

**Annual Investment: \$15,000**

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## Get better connected to the voice of over 50,000 ED stakeholders by joining CEC.

We're looking for focused council members who understand the long-term importance of aligning their brand with the values and mission of ENA. As an elite member, you'll have in-the-know access about the latest trends in emergency nursing, the tangible benefits on how to exceed your investment, and the potential for insights to better advance and change our futures together.

Want to learn more? Contact:

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## Connecting you with ED Nursing Opportunities.

In its transactions with Corporate Engagement Council members and other industry partners, ENA commits that its educational activities, scientific programs, products, services and advocacy positions are independent of Company influence, and, likewise, ENA in no way endorses the products or services of said Companies.

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