



WELCOME!

Corporate Members & IDEA Connection

IDEA Connection is IDA's virtual community. It is designed for (and by) IDA members to easily engage in discussion with other members, browse a library of nearly 1,000 resources, and search for peers in a new streamlined member directory.

IDEA Connection: a virtual networking event that never ends

IDEA Connection presents an exciting new way for our corporate members to connect, share and engage with other IDA members. As a corporate member, we're sure you have a wealth of experiences, expertise and information to share. We're excited to provide this platform as a way to meaningfully curate new and existing relationships. Below are a few ways to (and not to) use **IDEA Connection** to benefit the place management industry and IDA membership as a whole.

Engagement Tips

- Respond to member questions and join in discussions, providing actionable information. Demonstrate your expertise by providing helpful and thoughtful responses. Please do not respond with an overtly promotional message. If you'd prefer to leave a private response, message a member directly rather than posting in the discussion... but remember, the point of the community is to foster an entire community's knowledge.
- Share a document, research report, or best practices tip sheet. **IDEA Connection** presents a great way to create original content and quickly share it with a group of passionate downtown practitioners. Please do not replicate content that's already found in the library. Much like the discussion, documents shared on **IDEA Connection** should not contain promotional messages. Use these documents to demonstrate expertise, and allow IDA members to find you when they're looking for a particular service.
- Build your profile to highlight your services and experiences. Be sure to explain past clients / projects you've worked on, import your career history from LinkedIn, and share the content areas of which you have particular expertise.

Be sure to review the Code of Conduct located in the top right corner of **IDEA Connection**. For advertisement space on **IDEA Connection**, please contact Tracie Clemmer at tracie@downtown.org. We look forward to you becoming an active participant!