

Bridge Conference '22 WRITE UP:

Four Diamond team members, our president AJ Jania, Julie Shauman, Aaron Kennebrew, and Shannon Ryson, attended the 17th annual Bridge to Integrated Marketing & Fundraising Conference (aka The Bridge Conference). Held each year in the DC area, the event is considered a “must attend” for the direct marketing industry, specifically for nonprofit fundraisers. Much excitement surrounded this conference as it was the first such event post-Covid; seeing our industry clients, prospects, and peers in-person was amazing! Over 4,000 people were in attendance (and a few superheroes!), many of whom gleaned useful insights from breakout sessions offered on topics ranging from building marketing plans to building a membership program from the ground up. Our team manned the booth, networked with partners and potential clients, and gained useful insight on the state of the mailing industry.

A term used a lot during the conference was “changemaker” and the significance of how our industry fuels very important changes in our communities and in our country. Here at Diamond, the envelopes we produce each day carry a key message... a request for donations to feed the hungry or raise money for cancer research or to simply sell products/services that make lives easier. Our actions impact so much more than we realize. We were proud to represent Diamond Envelope at the Bridge Conference!

Bridge Conference Blurb (website)

The 17th Annual Bridge Conference hosted 4,000+ people, all happy to collaborate with peers from around the US for the first time post-Covid.

Mike N Customer Service philosophy – Replaces Kristen’s

I enjoy working with people and helping them out with any challenges that they may come across. I like going above and beyond the client’s expectations. I want to make sure that they have a very pleasant experience working with both me and Diamond Envelope!