



SUMMARY

The American Society for Industrial Security (ASIS) International is the world's leading association for security management professionals. It's a global organization representing a diverse, broad membership of security practitioners across 252 chapters and 87 different countries. ASIS International partnered with rasa.io to help augment its existing editorial staff's hard work. As a result of their

partnership with rasa.io, ASIS International saw improved membership engagement, increased advertising revenue, massive amounts of time saved, and a resounding positive response from their editorial staff. 63% BOOST IN \$ AD REVENUE

BENEFITS

 Transformed their existing newsletter into a hyperpersonalized, smart newsletter that is catered to each subscriber's unique interests. INCREASED
MEMBERSHIP
WALUE

- Obtained the ability to provide sponsors a space where their content appears organically alongside Al and hand-curated content enhancing relationships with existing and potential sponsors and advertisers.
- Gained valuable insights and data about their audience. This led them to develop new in-house content, products, and services based on their new knowledge.
 - Leveraged AI technology within their editorial staff's workflow allowed staff members to discover content they would otherwise have been unaware of; provided new and relevant content opportunities in other areas of the organization.
 - Due to the massive success of their revamped Security
 Management Daily newsletter, ASIS launched a brand new weekly version that created an additional stream of non-dues revenue.

RECURITY MANAGEMENT MAGAZINE
Convergence: Physical security and Business Continuity Meet their Moment
Recent research from the ASIS Foundation finds that more than 60 percent of surveyed organizations have partially or fully converged their security functions.

BECURITY MANAGEMENT MAGAZINE
Editor's Note: Smart Changes Need Strategy
Examples from the past can help inform change management styles for future.

BECURITY MANAGEMENT MAGAZINE
Helping the Herd: Denver Zoo Conducts
First Full-Scale Active Shooter Drill
As a major soft target in a metropolitan downtown, the Denver Zoo critical and carried out its first full-scale active shooter...

CONDE MAST
Here's Proof Hate Speech Is More Viral on Elon Musk's Twitter
Researchers monitoring a 'firehose' of public tweets found signs of increasing toxicity—before Elon Musk reversed bars on...

Ukrainian startups are doing everything they can to keep working. But it isn't easy Many Ukrainian startups continue to operate despite damage to critical infrastructure in the

Daily MANAGEMENT

"ASIS doesn't need to dump a bunch of data into rasa.io to get personalization for its members, that happens naturally through the AI system."

- ADAM SAVINO
VICE PRESIDENT OF TECHNOLOGY
& ORGANIZATIONAL EFFECTIVENESS