Competitive Landscape Analysis

Prepared January 2019 for
Competitor Associations

The following organizations have been identified as those most likely to compete with CASSS via programming and services that are directed to similar audiences:

- American Association of Pharmaceutical Scientists (AAPS)
- Drug Information Association (DIA)
- European Biopharmaceutical Enterprises (EBE)
- International Alliance for Biological Standardization (IABS)
- International Society for Pharmaceutical Engineering (ISPE)
- Parenteral Drug Association (PDA)
Non-competing Member-based Associations

The following (non-pharma) organizations were also analyzed to provide a more comprehensive overview of best practices for member associations:

- International Association of Food Protection (IAFP)
- American Society of Safety Professionals (ASSP)
- Regulatory Affairs Professionals Society (RAPS)
Organizational Structure - Recommendation

- CASSS should regularly review if there is a value to include individual and/or corporate memberships.

- As long as membership in CASSS does not require payment of dues, CASSS should highlight the non-dues policy as a competitive advantage, especially to engage young professionals.
Comparative Revenue Sources
(by percentage of overall income)

* Part of Program Service Revenues shown on 990 Forms. (CASSS does not generate revenue from Membership Dues.)

** Identified on 990 Forms as “Registrations/Exhibits”, “Symposium/Conferences”, “Meetings & Workshops”, “Professional Development”, “Meetings, Exhibits & Conferences”.

NOTE: Additional sources of revenue vary between organizations but generally include items such as investment income, royalties, sales of assets/inventory, and “miscellaneous”.

Unable to determine revenue percentages for EBE and IABS as they are based in Europe and are not subject to the same public data reporting as US-based associations.
Comparative Expenses
(as percentage of overall costs)

ISPE is the only organization with significant publication expenses at 14.9% of overall expenses. (Data not shown here; see report.) AAPS is next closest, at 1.9%.

PDA spends the most (by far) for office expenses and rent (17.1% compared to CASSS’ 2.5%), likely due to having facilities to host training and certifications. (Data not shown here; see report.)

Unable to determine expenses as percentages for EBE and IABS as they are based in Europe and are not subject to the same public data reporting as US-based associations.
Competitor Events in 2019

There are 150 events scheduled for 2019 including:
- Conferences
- Workshops
- Annual Meetings
- Forums
- Chapter Events
- Education/Training
- Interest Group Meetings
Conclusion

• Diversifying revenue streams will fortify your organization for the future.
• Offering new services that engage your members allows you to transition to a paid membership model.
• Face-to-face interactions are valuable, but come with obvious limitations.
• Virtual offerings can supplement in-person conferences.