

3.0 Role Players

A broad range of organizations in the U.S. can provide market information and forums for promotion to Canadian firms.

American firms are already tapping these organizations in their marketing efforts.

Twenty-four organizations are particularly useful.

3.1 An Overview

There are a multitude of organizations in the United States that Canadian architects should be aware of in their marketing efforts. Some are excellent sources of information on market trends. Others sponsor various forums such as conferences, expositions and workshops through which firms can promote their services and build up networks either by staging exhibits, delivering papers, or simply attending and meeting potential clients. Many organizations publish journals, newsletters and bulletins in which articles, profiles of a firm's work and even advertisements could prove extremely beneficial.

Canadians should be aware that these organizations are already being tapped as the single most effective marketing venue of American firms. If Canadians are serious about penetrating the U.S. market, they should carefully integrate access to these organizations in their market research and promotional efforts. Attempts to enter the U.S. market without reference to these organizations and participation in their marketing forums are likely to fail.

In the conduct of this study, individuals from 26 American associations, institutes and centres were interviewed in addition to discussions with architects, developers, realtors, and government officials at the federal, state, and local levels. Twenty-four of these organizations are particularly useful in providing market information or sponsor forums through which Canadian firms should promote their services. They are shown on Figure 18 referenced against the eight market niches described in the previous section of this report.

Each organization is described below in alphabetical order.