INFORMS BRANDING FRAMEWORK

TAGLINE

INFORMS
Smarter decisions for a better world.

VISION

Better decision making for a just, prosperous, and sustainable world.

MISSION

INFORMS advances and promotes the science and technology of decision making to save lives, save money, and solve problems.

VALUES

+ Impact
+ Innovation
+ Inclusion
+ Integrity

STRATEGIC GOALS

+ Advance the science and technology of decision making and elevate its impact.
+ Advance diversity, equity and inclusion in all we do.
+ Champion our profession and our brand.
+ Enhance member value and experience.
+ Ensure our operational excellence and long-term financial health.

POSITIONING STATEMENT

What is a positioning statement? The essence of our niche in the larger marketplace – that is, what's special, distinctive, and beneficial about INFORMS for its audience.

INFORMS is the premier association for professionals and students who apply science, math, technology, and analytics to solve the world's most critical challenges. By keeping our members informed and fostering robust engagement, we empower them to drive better decision-making.

ELEVATOR PITCH

Someone asks, "So, what is INFORMS?" This elevator pitch is how we might answer. The expectation is for the speaker to personalize what they say so it is delivered in their authentic voice and relates to their personal experience and relevant to the person with whom they are speaking.

Speaking as INFORMS staff member or volunteer: INFORMS is a professional association for people who harness the power of mathematics and scientific methodologies to help make better decisions. Our members work in diverse industries and fields such as data science, operations research, machine learning, AI, analytics, modeling, and optimization, etc. We publish the research they rely on to do their best work, and we give them opportunities to connect with and learn from each other.

Speaking as a member of INFORMS in Industry: INFORMS is an association of people who use science and math to advance better decision-making. These are people who work in AI, healthcare, analytics, data science, supply chain, finance – stuff like that – and fields you may not have heard of, like operations research.

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ELEVATOR PITCH (Continued)

Speaking as a member of INFORMS in Academia: INFORMS publishes a ton of research that our community relies on, and they host conferences and events where we discuss and solve big problems together. It's basically where I go to meet people who have the same professional interests as I do. INFORMS does great work to elevate the impact of its members while working to advance DEI in our field. It's my professional home.

Speaking quickly and casually to the outside world: INFORMS is an organization that helps professionals who use data for better decision-making. We're basically a bunch of math nerds who are making the world a better place.

PROBLEMS WE SOLVE

1. **Truly wicked problems can be more effectively solved with participation from academia, industry, and government decision-makers.**

   How this problem might be described publicly: INFORMS is the association sitting at the intersection of academic theory and organizational practice – where academics gather real-world inspiration for their research, and practitioners lean in on the 'R&D' nature of academia. INFORMS makes it easy for both groups to connect. We spark the lively exchange of questions, ideas, expertise, and insight.

2. **The breadth, depth, and speed of data has increased significantly. Data can remain inert (e.g., stuck in a database), underutilized, or worse (e.g., misused and poorly applied).**

   How this problem might be described publicly: INFORMS is the premier association of industry professionals and academics who know that data alone can't change the world. Our members understand that data must be properly handled, modeled, and analyzed if it is to be transformed into meaningful insights that produce better decisions. Everything we do aims to help our members do this critical, complex, powerful work, and communicate it to others through conferences, continuing education, publications, career networking, etc.

3. **INFORMS members work in rapidly evolving fields. Staying on the leading edge is often a confusing chore.**

   How this problem might be described publicly: Each year, thousands of authors from around the world contribute to the 17 peer-reviewed journals that INFORMS publishes to expand our knowledge base. At our regional, annual, and online conferences and events, members connect and share their insights to ensure the best ideas are spread across industries, government, and nonprofit settings where they're most needed. Our products and services are designed to empower our members with the most sophisticated knowledge in their field as they pursue lifelong learning.

BENEFITS WE DELIVER

Here are the three most important ways we improve the lives of our audiences. We should be constantly reminding people of these benefits.

Community: We foster a vibrant professional community – both online and off – where any data or analytics professionals with questions or insights will find connections.

Research and Learning Education: We publish the finest research in the fields in which our members work, and we deliver specific, relevant, and career-long education.

Career Growth: We aim to be the first place our members go when they want to hire experts or find a new job opportunity.