

## Corporate Announcement Email – A Look to the Future/DTJ Partnership

From: [memberbenefits@cambridgeregistry.com](mailto:memberbenefits@cambridgeregistry.com)

Subject: Look to the Future with your Cambridge Who's Who Membership!

Dear <First Name> <Last Name>,

Cambridge Who's Who® is rapidly evolving. We are becoming more effective in helping our members to cultivate their personal brands and professional networks. During this exciting time, I'd like to take a moment to tell you about our new initiatives to enhance Cambridge Who's Who membership:

### **Strengthening our Leadership Team**

I have come onboard to serve as a high-level advisor and professional mentor to Cambridge Who's Who members as its [Executive Director of Global Branding and Networking](#). I will assist in increasing members' online visibility by providing them with useful resources and valuable contacts.

Drawing from my extensive network of business leaders, I intend to secure inspiring and knowledgeable guest speakers for future Cambridge Who's Who webinars. I will also participate in membership conferences and forums around the continental U.S. and abroad, and plan to host informative luncheons with select members at my New York City office.

### **Enhancing the Cambridge Online Networking Experience**

We have poured a substantial amount of time and resources to the relaunch of our website, [www.cambridgeregistry.com](http://www.cambridgeregistry.com). It will offer an improved user experience with rich social networking functionality, including features currently available on the Cambridge Who's Who Connect™ social networking platform. You will be able to share content more readily, seamlessly update your profile information, and quickly identify potential clients and contacts within the Cambridge community. We are also expanding our FAQ section to help you find the most sought after information quickly and get the most out of membership. Additionally, our technology team is developing an interactive membership tour that will provide a comprehensive overview of our organization, products and services, and special programs.

### **Building our Assortment of Affiliate Benefits**

By growing our affiliate partnership program, which currently includes Nationwide Insurance®, myBrainshark, and Thomas Cook/ Lifestyle Vacation Incentives, we aim to provide members with special offers and helpful services. Cambridge is seeking like-minded companies that can deliver exclusive programs in branding, communications, book publishing, career and business development, and other areas. If you are interested in establishing an affiliate partnership with us, please e-mail [affiliateprograms@cambridgeregistry.com](mailto:affiliateprograms@cambridgeregistry.com) with your proposal.

### **Expanding our Product and Service Offerings**

Our New York City and Long Island teams work in tandem to create innovative ways to best benefit our members. We are continually launching new products and services, such as our Website Development program, to help you promote your personal brand online. We are also producing more educational content to aid you in expanding your network and marketing yourself more effectively.

### **Increasing Communication**

By communicating more frequently with members, we are committed to keeping them updated on corporate and member news of interest. In turn, we hope to facilitate increased interactions within the Cambridge community, and keep them “in the know” about our company’s progress. We are also relaunching Who’s News, our e-newsletter, where we will share valuable tips on professional growth and career development. Finally, we will be inviting members to participate in surveys and polls, which will help us to enhance our customer service.

Cambridge Who’s Who is pleased to serve you and is committed to helping all members achieve their professional goals.

With continued success!

Sincerely,

Donald Trump Jr.  
Executive Director of Global Branding and Networking  
Cambridge Who’s Who®

***Personal Branding through Global Networking***

[Cambridge Who’s Who® Member Perspectives](#)

[www.cambridgeregistry.com](http://www.cambridgeregistry.com) | [www.cwwconnect.com](http://www.cwwconnect.com)

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