



MulberryMC *Making business to business personal*

INTERNATIONAL SANITARY SUPPLY ASSOCIATION (ISSA)

Hygieia Network



Challenge

As the leading professional organization within the cleaning industry, ISSA was looking for ways to improve its member services and better support the development of industry professionals.

Strategy

With a disproportionate number of female professionals in the cleaning industry, Mulberry helped the ISSA establish an organization dedicated to educating and advancing females at all levels of experience. Named after the Greek goddess of cleaning, the Hygieia Network is the industry's first women's network for the global cleaning industry. Mulberry leveraged its deep industry connections to help establish the network's first board of directors, crafted the organization's mission and governance, and executed an aggressive communications campaign to convey the benefits of the network and drive interest.

Results

The Hygieia Network awards gala and dinner is now a "must attend" networking event at the ISSA INTERCLEAN Show

Attracted members from over 20 countries in the network's first 12 months

Sold out initial print run of ISSA Hygieia Network book on "Invisible Heroes – The Women Who Clean Our World" prior to publication