



Media Contact

Kristina Carlberg
NAID Director of Communications
602-788-6243, ext. 2008
kcarlberg@naidonline.org

FOR IMMEDIATE RELEASE

Aug. 2, 2012

European conference gets new name

PHOENIX, AZ – For the last four years the National Association for Information Destruction (NAID) and PRISM International have held a joint European conference. Last year ARMA International also joined as a host, allowing the three associations to offer a robust information management event. To better reflect the expanding scope of the curriculum, the conference has been renamed the European Information Management Conference.

“Adding ARMA International to the partnership brings an entirely new dimension to the event,” said NAID CEO Bob Johnson. “The name change better reflects the content and will lead to higher attendance.”

The three groups represent information management service providers and practitioners. Each have had limited success in holding separate conferences in Europe as well as considerable overlap in content and exhibitors. Since joining forces, the European NAID and PRISM conference has been more successful than the separate events and they expect the same results by adding ARMA.

However, adding ARMA to the event posed some issues with positioning and naming. The “2012 Annual NAID-Europe, PRISM International, ARMA International Joint European Conference” is a cumbersome title. It also does not explain the nature of the conference to the general information management community — the audience NAID, PRISM and ARMA want to attract. This rebranding also gives the conference a chance to fill an underserved niche.

“This name change effectively begins a new chapter for the event. One that will make it more attractive to a potentially much bigger audience,” said NAID-Europe Chair and NAID Board Member Yarom Ophir.

About NAID: NAID is a non-profit trade association of the secure destruction industry, currently representing over 1,900 member locations globally. NAID’s mission is to promote the proper destruction of discarded information and to encourage the outsourcing of destruction needs to qualified contractors.