

Express Carriers Association Brings in New Business for Their Members

The Express Carriers Association expands member benefits and helps them generate new business year-round with Tradewing.



Industry

Delivery and Transportation

Size

880 Members

Headquarters

Manassas, VA

CHALLENGE

Losing their largest yearly in-person conference, and biggest member benefit, due to the COVID-19 pandemic

SOLUTION

Adopting Tradewing's virtual conferencing and member community platform to bring their members together from anywhere and help them find business year-round

IMPACT

A successful conference, stronger member engagement, and a way to generate new business for their members 365 days of the year

Introduction

If you've ever bought anything online, you know how important it is that your order gets delivered on time. The growing use of express shipping has put pressure on the transportation industry to build the business relationships and logistical efficiencies necessary to keep economies across the globe running.

Helping maintain that complex supply line is the Express Carriers Association (ECA), an industry organization focused on connecting shippers with their 880 individual carrier members. Led by Executive Director Fiona Morgan, ECA plays a vital role in brokering relationships for its 250 member companies and 25 vendor-sponsors.

"Our core members are local and regional trucking companies." Says Fiona. "We provide them with the opportunity to meet with customers and set meetings that they would not normally get. Some members have been able to grow two to four times their starting size from the business they've garnered through ECA."

Losing Their Leading Benefit

While virtually every industry was impacted by COVID-19, few felt as much pressure as those in shipping. From critical medical supplies to a massive surge in online orders, both shippers and carriers needed to navigate this new normal – and fast.

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Fiona Morgan
ECA Executive Director

This is where the ECA normally shines, by helping shippers with unique needs connect with their members to make sure their goods get from point A to point B quickly. Traditionally, ECA would facilitate these connections via its annual “Marketplace” conference, where shippers and carriers would gather to network and form partnerships, but the pandemic made this impossible.

“The biggest benefit we provide to our members is the ability to connect with potential customers, and the Marketplace is a critical part of that benefit.” Recalls Fiona. “But after wasting months trying to work with Zoom, we were ready to call it off. We weren’t really getting anywhere with Zoom, and they weren’t responding to our questions. Maybe they didn’t think we were big enough for them.”

Saving Their Conference with Tradewing

A chance encounter with a Tradewing representative would help Fiona not only save the conference, but also expand the benefits ECA offers their members.

“One of the first things that got our attention about Tradewing was how it could serve as a way of supporting constant, regular conversations amongst our members and potential customers.” Fiona notes. “Not only could it host our event, but it could keep our members engaged year-round.”

“While the additional benefits were intriguing, ECA’s priority was the conference, and time was running out. “This was a critical time of the year when our members and shippers get commitments before the big holiday rush.” Fiona explains. “We couldn’t push the event out any further. It had to happen, and it had to happen quickly.”

Fortunately, Tradewing was up to the task, working closely with ECA to ensure the platform’s virtual events capabilities could fully replicate the in-person conference experience Fiona was after.

“Tradewing went above and beyond and proved to us it could be done.” Fiona states. When it came time to present Tradewing to her board and get final approval, it was no problem. “It really impressed the board, which made my life easier. Instead of me having to sell Tradewing to them, they started selling it to each other.”

With board approval, Tradewing jumped into action to make sure ECA’s conference was able to launch smoothly and on time. From the signing of the contract to the first day of the event, Tradewing was able to help ECA tackle this challenge in under two months, less than the time that had been wasted trying to make Zoom work.

The event was a success. “Onboarding was very easy, and our members were blown away by the experience.” Fiona says when reflecting on the results of the conference. “I’ve never had a company that has promised something and delivered on time as well as Tradewing has. I really speak for everyone when I say how impressed we were.”

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Going Beyond Virtual Events

Fiona also states the association is starting to see additional benefits from the platform’s community features. “It has allowed our members to connect at a time when it’s more important, and difficult, than ever, and our members have embraced it more than even we expected them to.”

One example of this success? Fiona has a story to tell. “We had one of our shippers post a unique request that, normally, they’d never be able to find a member for using just the website. With Tradewing, they were able to connect with one of our members the next day.”

What’s Next for ECA?

What does the future hold for ECA? Fiona sees Tradewing as a key benefit moving forward. “Tradewing is going to become a vital part of our association as it has given our members another avenue to connect, find business, and get answers for the challenges they’re facing throughout the year as opposed to just one or two events.”

Asked to sum up her experience with Tradewing, Fiona responded “I have never worked with a company that was as professional, transparent, and could deliver on what they promised like Tradewing has. I don’t know if I’ve ever recommended a product or company before, but I’m definitely going to tell the president of another association I run about it.

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