



**For Immediate Release**

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## **VCT ANNOUNCES LAUNCH OF ePUBLISHER PLATINUM PROGRAM New Fully-Managed Communications Service for the Private Club Industry**

**BOSTON, MA – January 4, 2011** – VCT Corporation, the private club industry's esteemed communications consultant and custom publisher, announced today the launch of its *ePublisher Platinum Program*: a high-level, brand-focused and fully-managed member communications solution.

This comprehensive managed service includes the development and execution of a two-fold communications strategy consisting of weekly eNewsletters and a monthly lifestyle eMagazine. VCT's expert content marketing and design teams will manage all aspects of strategy development, design, programming, content management, distribution, analytical reporting, and continuous improvement.

Designed as a replacement for random, and often annoying "eBlasts," the VCT managed weekly eNewsletters provide crucial information about member events as well as opportunities to complete calls-to-action that bring direct revenue to the club, such as signing up for events online and completing member referral forms directly from the ePublication.

More significantly, the eMagazines will enable clubs seamlessly to incorporate individualized segmentation, allowing them to drill down and target various sectors of their membership with unique content, all in one distribution. For example, golf members might receive a golf tournament photo slideshow, while social members might receive video tips on wine pairing - thereby avoiding countless hours spent on multiple, less effective eBlasts.

Stephen Ready, President and CEO of VCT comments, "We are proud to be offering an advanced service option that will include everything from premium graphic design to professional content editing to member awareness campaign management. We have recognized that a lot of clubs need to develop a comprehensive, strategic communications plan that directly reinforces the lifestyle of their membership, and as experts in the field, we are excited to bring them a way to do it both effectively and efficiently."

The *ePublisher Platinum Program* directly embodies VCT's commitment to helping clubs build successful, well-rounded communications plans that are unique to each club's culture and communications needs.

Ready adds, "The *ePublisher Platinum Program* sets a standard for professional communications for distinguished clubs that are looking to the future and want to stay relevant in their quest to drive member satisfaction, engagement and increased spending."

### **About VCT**

VCT is a unique private club-centric member communications and marketing firm headquartered in Boston, Massachusetts. Responding to the growing communications challenges private clubs face as demographics shift and preferences continue to evolve, VCT provides a suite of services designed to create long-term member engagement, loyalty, satisfaction and activation for its distinguished private club clients, as well as affinity groups and brands including ClubCorp USA, Troon Golf, Arnold Palmer Golf Management (APGM), Club Managers Association of America (CMAA), and the National Golf Foundation (NGF).

For more information on VCT, visit us at [www.vctcorp.com](http://www.vctcorp.com)

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