



Business Development Tool

How To Promote Your Nadcap[®] Accreditation

Contents

1.0 Nadcap Overview	3
2.0 Benefits of Promoting Your Association with Nadcap	4
3.0 How to Promote Your Association with Nadcap	5
4.0 As a Company Holding Nadcap Critical Process Accreditation	6
4.1 Stakeholder Relations	6
4.2 Media Relations	14
4.3 Digital	16
4.4 Direct	19
4.5 Social Media	20
4.6 Display	22
5.0 Nadcap Promotional Contact Information	24

1.0 Nadcap Overview

Nadcap is an unprecedented cooperative industry effort to improve quality, while reducing costs, for quality assurance throughout the aerospace and defense industries.

Nadcap is an industry-managed approach to conformity assessment that brings together technical experts from both Industry and Government to establish requirements for accreditation, accredit Suppliers and define operational program requirements.

This results in a standardized approach to quality assurance and a reduction in redundant auditing throughout the aerospace industry because Prime contractors, Suppliers and Government representatives have joined forces to develop a program that:

- Establishes stringent industry consensus standards that satisfy the requirements of all participants
- Replaces routine auditing of suppliers with one approved through a consensus decision-making process of members from the user community
- Conducts more in-depth, technically superior critical process audits
- Improves supplier quality throughout industry through stringent requirements
- Reduces costs through improved standardization
- Utilizes technically expert auditors to assure process familiarity
- Provides more frequent audits for Primes, fewer audits for Suppliers

Why has Nadcap been created?

Prior to Nadcap, aerospace companies audited their own Suppliers to their own process requirements to verify compliance. As the processes the Suppliers were providing to their customers were often similar or identical, the customer requirements were comparable.

Consequently, these duplicate audits were redundant and simply added to everyone's workload, without adding value. For the aerospace Prime contractors, conducting their own audits similarly meant duplication of effort, redundant audits, unnecessary administration and, ultimately, higher cost for no added value.

Then, in November 1989, a US Government/Industry Equal Partners Conference recommended a consensus solution to the duplication of Supplier process control system audits.

In July 1990, the Performance Review Institute[®] was incorporated to administer the Nadcap program.

About the Performance Review Institute

The Performance Review Institute (PRI) is a not-for-profit trade association founded in 1990 by SAE International.

PRI is a global provider of customer-focused solutions designed to improve process and product quality by adding value, reducing total cost and promoting collaboration among stakeholders in industries where safety and quality are shared goals.

The PRI Board of Directors is made up of senior manufacturing and quality executives from industry and has responsibility for the fiscal viability and strategic direction of the organization.

2.0 Benefits of Promoting Your Association with Nadcap

As a Nadcap Supplier there are many benefits of promoting your association with the Nadcap program.

Benefits include:

Demonstrating your commitment to quality and safety to your customers and regulators

Any company which holds a Nadcap critical process accreditation can be rightly proud of their achievement. The audit is rigorous and demands the highest standards critical process control and validation. Holding an accreditation is irrefutable evidence that your company is operating at the highest level and will clearly demonstrate your commitment to both quality and safety. Many of your customers are likely to be involved in the development of the Nadcap program or will know and understand the process so proactive promotion of your accreditation will send a strong and positive message about the standards of your critical process manufacturing capabilities.

Raising the profile of your company to industry stakeholders

Promoting your Nadcap critical process accreditation and informing your customers (and future customers) about your achievement provides you with an important, positive public relations opportunity. Effectively publicizing the accreditation will improve your company's positioning in the marketplace as one which is committed to delivering the highest standards.

Generating opportunities for new business

Accessing new customers and winning new business is crucial to the growth of any business and external promotion of a Nadcap critical process accreditation can support these efforts for both companies who are new to the aerospace industry or those who are already well established. Gaining accreditation gives a positive reason to communicate with both new and existing customers. If you use this marketing opportunity to your best advantage, the long term benefits in terms of new business relationships and increased sales could be significant.

Highlighting the value of your activities to internal customers

No one enjoys the regulatory side of the business, especially being audited. So sharing the value of participation in Nadcap with your internal customers - to the staff in the quality, purchasing, operations departments as well as to marketing, sales and especially to senior management will ensure they understand the overall benefits of the process to your entire organisation. It will also give you the opportunity to internally recognise and highlight the achievement of those directly involved in the audit process.

3.0 How to Promote Your Association with Nadcap

There are many ways to promote your association with Nadcap. The following suggested promotional activities may be appropriate for your company at this time.

Factors to consider when deciding how to promote your Nadcap status are:

- Current promotional activity

Ideally, whatever mechanism you choose to utilize to promote your association with Nadcap, it will be a good fit for the promotional activities that your company has already implemented. This will help you to spread the message more quickly and cost-effectively because you are leveraging an existing foundation. It would not make sense, for example, to decide to issue a press release if you do not already have an established journalist database in place.

- Available resource

Some companies have marketing staff in-house, some use marketing agencies and some are not able to invest much in marketing activities at all. It is important to bear in mind the resource you have available to you when choosing how to promote your involvement with Nadcap. The tools that follow have been designed to minimize your time and budgetary commitment as much as possible by providing detailed information so that you can use the content “as is” or with only minor adjustments.

- Company strategy / policy

In some cases, there may be a company policy or strategy for marketing or promotional activities. If your company has a strategy in place to raise awareness of its focus on quality product, or to engage more closely with customers, for example, you can freely utilize the following tools to support that endeavor. However, when considering which of the following tools to utilize, make sure to balance the benefits against any limitations imposed by your company’s policy and seek permission from the appropriate person before implementation.

Participating in Nadcap is something to be celebrated and the ideas that follow should help you to do that in a timely, cost-effective manner. Utilizing your involvement with Nadcap as a springboard for devising new and innovative ways to promote your company and generating interest around your activities is also possible.

We would love to get feedback from you as to which of the following tools you have used in your promotional activities, or whether you have created different promotional tools that you found particularly effective.

Please share any input you have with us via PRINadcap@p-r-i.org

4.0 As a company holding Nadcap critical process accreditation

4.1 Stakeholder Relations

Once you have achieved Nadcap critical process accreditation, one of the key tasks you will have is to share the good news internally and externally. There are many stakeholders you will want to inform, from customers to staff, and from potential customers to senior management. There are many ways to do this, some of which are detailed below.

The suitability of each suggestion below will vary depending on the nature of your existing relationship with each stakeholder group. If you would like assistance in spreading the news in a way that is not described below, or want more information on the below, please contact us and we will be happy to support you as much as possible.

4.1.1 External Stakeholder Communication

Customer Seminar / Site Tour

For customers who are not very familiar with Nadcap, consider holding a customer seminar to explain to them what your Nadcap certification will mean from their perspective. This is a great opportunity to highlight your commitment to quality and the integrity of your processes, as well as your staff efficiency and expertise.

A sample seminar structure is provided on the next page for your convenience.

You could combine this seminar with a site tour for your customers during which you point out the equipment, processes, personnel etc. that were included in the Nadcap audit. If you are not able to hold a seminar, for example, if you do not have on-site conference facilities, an organized site tour alone could be quite effective.

Industry Events

The Nadcap team give presentations about the program at industry events on a regular basis.

If you are interested in presenting alongside Nadcap at a future industry event, sharing insights and lessons learned from your audit experience, please let us know as there may be opportunities to work together in this way. Contact PRINadcap@p-r-i.org to discuss this in more detail.

Sample Seminar Structure

- Welcome Attendees
- Overview of your company
 - Location
 - Size
 - Activities
 - Industries served
 - Processing capabilities
- About Nadcap
 - What is Nadcap?
 - Why Nadcap was established
 - How the audit and accreditation process works
- Why your company chose to pursue Nadcap
 - How you came to the decision
- The Audit Experience
 - Audit preparation
 - The audit itself
 - Post-audit process
 - Lessons learned
- The Investment
 - How much time and resource did your company invest into ensuring a successful outcome
- The Benefits
 - What you see as the benefits to your company of achieving accreditation
 - How you see the Nadcap program as a whole benefits the industry
- Next Steps
 - Describe what you will do moving forward. This will vary depending on your current Nadcap activity and audit outcome but may include actions such as: to conduct regular internal audits using the Nadcap audit criteria, or to become a voting member of a Nadcap Task Group to input into future audit criteria development / revision.
- Questions

4.1.2 Internal Stakeholder Communication

Training

For staff, consider holding training sessions to educate them about what Nadcap is and what holding accreditation means for your company. This could be particularly appropriate for staff in the quality, sales, marketing and operations departments, and even for senior management and the board of directors.

Your message will be different for each one: for operations, for example, it will center on making sure staff continue to adhere to the stringent expectations per the relevant Nadcap audit criteria to ensure ongoing success in audits; for sales and marketing, it will be more about how the accreditation is a unique selling point for your company that demonstrates the superiority of your processing.

As each internal stakeholder group has different interests, bear this in mind when planning your training sessions and adapt your content accordingly. You will find information available to assist you on the Nadcap website at www.p-r-i.org/Nadcap/

Company Newsletter

If you have an internal newsletter, you could submit an update for inclusion in that. The text below has been drafted to be adapted into your company newsletter.

On <date>, <Company> achieved Nadcap <critical process/product> accreditation. The Nadcap audit is a stringent audit to criteria determined by industry experts, whose role is also to evaluate each audit for compliance to those criteria. The audit scope included <audit scope>. Thanks to <staff names> whose hard work and commitment made this possible.

Nadcap is an unprecedented, industry managed supply chain oversight program that improves quality, while reducing costs, by assessing process capability for compliance to industry standards and customer requirements.

Accreditation should bring many benefits to <Company> such as raising our profile in the industry and demonstrating to our customers and other industry stakeholders that we are committed to superior quality.

If you you have any questions, please contact <contact details>

Report to Senior Management

Undoubtedly, your senior management will want an update customized for them. Typically, they will be interested in the audit outcome and impact so below is a draft communique focused on that for you to adapt and use as appropriate:

On <date>, <Company> achieved Nadcap <critical process/product> accreditation. The Nadcap audit is a stringent audit to criteria determined by industry experts, whose role is also to evaluate each audit for compliance to those criteria. The audit scope included <audit scope>.

During the audit, the following issues were identified by the auditor:

-
-
-

These were addressed in a timely manner to allow the audit to be closed and accreditation granted. However, I will continue to monitor these areas to ensure that the corrective actions implemented are sustaining and that no problems recur.

Accreditation should bring many benefits to <Company> such as raising our profile in the industry and demonstrating to our customers and other industry stakeholders that we are committed to superior quality. I will be liaising with the sales and marketing departments to ensure that this message is communicated effectively for maximum return on investment.

About Nadcap

Nadcap is an unprecedented, industry managed supply chain oversight program that improves quality, while reducing costs, by assessing process capability for compliance to industry standards and customer requirements.

Posters

Putting up posters around the site, particularly on the shop floor, to celebrate achieving Nadcap critical process accreditation can also help to improve morale, thank the staff involved and reinforce the message of continuing to focus on quality all at the same time.

Thank you
for your
hard work





It's official!

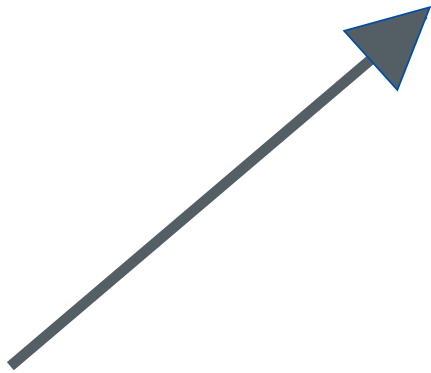
We achieved Nadcap accreditation!

**Having our commitment to excellence
recognized by aerospace industry
leaders is a great achievement**

Thank you for your hard work

First

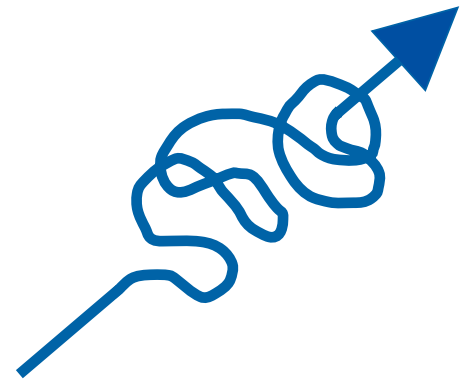
 **Nadcap**SM **Audit**
Administered by PRI



What people think
it looks like

First

 **Nadcap**SM **Audit**
Administered by PRI



What it really
looks like

What it brings to our business

- Improved quality
- Improved customer satisfaction
- New customers
- Increased revenue growth



Compliance
Performance
Accreditation
Accomplishment
Teamwork
People



4.2 Media Relations

Press Release

To highlight the fact that you have received Nadcap critical process accreditation, send out a press release to your journalist database. To aid in this effort, we have created several template press releases (see next page for an example) that you only need to fill in the blanks to finalize before sending out. It includes a pre-approved quote from the PRI Executive Vice President and Chief Operating Officer, so there's no need to contact us for approval unless you want to make any changes to the quote provided. Additional examples are available in the Resources area on the PRI website at www.p-r-i.org/resources/

Interviews

Consider also notifying your media contacts that a senior member of staff, such as the Corporate Quality Director, is available for interviews to add a more personal touch to your Nadcap promotional activity. Some editors even like it if you propose the interview questions yourself, as you may be more familiar with Nadcap and your involvement with the program than they are.

Sample interview questions could include:

- What is Nadcap?
- When did you first hear about Nadcap?
- Why did your company decide to have a Nadcap audit?
- How was the audit experience?
- What happened during the audit?
- Beyond your audit experience, describe your involvement with Nadcap.
- What do you see as the benefit to your company of participation in Nadcap?
- What lessons learned can you share, based on your experience?
- Describe how you envision the future of Nadcap.

Feature Articles

Aerospace, quality, or critical process specific industry publications may be interested in working with you to develop an article about your Nadcap experience. You can approach the editors of these publications to see if there is an opportunity to work together, which will raise your profile in the industry and position your company as an expert industry leader.

Template Press Release

<Location>,<Date>

<Company name> Receives Nadcap Accreditation for <Critical Process/Product>

Nadcap recognizes <Company name> for its commitment to continual improvement in aerospace quality

<Company name> announces that it has received Nadcap accreditation for <critical process/product>.

"<Insert a quote here from the Company>"

<Company name > received Nadcap accreditation for demonstrating their ongoing commitment to quality by satisfying customer requirements and industry specifications.

"Nadcap accreditation is universally acknowledged as a significant undertaking. Validating compliance to industry standards, best practices and customer requirements, Nadcap has long been incorporated by the aerospace industry into their risk mitigation activity. The hard work of <Company name> has enabled them to gain Nadcap accreditation for <Critical Process> . I commend them for this accomplishment," commented David Schutt, President and Chief Executive Officer at the Performance Review Institute.

-----ENDS-----

About Nadcap

Created in 1990 by SAE International, Nadcap is administered by the not-for-profit Performance Review Institute (PRI). PRI is a global provider of customer-focused solutions designed to improve process and product quality by adding value, reducing total cost and promoting collaboration among stakeholders in industries where safety and quality are shared goals. PRI works closely with industry to understand their emerging needs and offers customized solutions in response. Learn more at www.p-r-i.org or contact PRI at PRI@p-r-i.org

About <Company Name>

<Insert text here>

Media Contact

<Insert appropriate contact details here>

4.3 Digital

Your Company Website

Make sure that your company website is updated to reflect your newly accredited status. The webpages to look at include anywhere your existing approvals and accreditations are listed. Typically, they feature in several places on the website, such as webpages named:

- About Us
- Quality
- Approvals

This will vary per company so check where is appropriate on your site. As well as including “Nadcap <critical process/product> accreditation” in your web text content, you can also post the Nadcap mark of conformity as well.



There are guidelines for the use of the mark of conformity detailed at www.eAuditNet.com so please ensure you comply with those. In addition, some companies also post an image of their Nadcap certificate on their website for easy customer reference and to evidence their accreditation.



Further, you may find it useful to post some information about Nadcap on your website so that site visitors understand the value of your accreditation. Some sample frequently asked questions are provided on the next page. The full list is available at www.p-r-i.org/Nadcap/. Please feel free to use them on your website - there is no need to ask permission unless you want to make any amendments.

Frequently Asked Questions

What is the difference between PRI and Nadcap?

PRI is a not for profit trade association founded in 1990 by SAE International. PRI administers Nadcap. Nadcap is the leading worldwide cooperative program of major companies designed to manage a cost-effective consensus approach to critical processes and products and provide continual improvement within the aerospace and automotive industries.

When did Nadcap start?

Nadcap launched in July 1990.

How many Nadcap audits are conducted annually?

Over 5,000 Nadcap audits are conducted annually around the world.

Where in the world do Nadcap audits take place?

Nadcap audits take place all over the world. More than half are conducted in the Americas, nearly one-third in Europe and over 18% in Asia. The number of audits taking place in Europe and Asia continues to increase year on year.

How many Suppliers hold Nadcap accreditation?

Nadcap has over 4,200 accredited Suppliers of critical processes and products listed on the Nadcap Qualified Manufacturers' List (QML). The QML is publicly available online at www.eAuditNet.com

What are the benefits of Nadcap for accredited companies?

- More than three-quarters of Nadcap accredited companies report that accreditation has helped to increase sales and/or attract new business.
- Over 88% of Nadcap accredited companies report that their company's overall Quality has improved due to their Nadcap accreditation.
- 89% of Nadcap accredited companies report a measured improvement in quality as a result of being Nadcap accredited.
- Surveys performed on the Nadcap accredited Supplier base indicate that over 83% agree Nadcap accreditation has contributed to improved customer satisfaction.

- How many Nadcap auditors, internationally, are there?

There are over 250 Nadcap auditors with an average of 30 years experience in their field.

What is the role of the Staff Engineer?

The Staff Engineer's role is to review audit reports, work with Suppliers to close out any non-conformances identified during the audit and review process, and act as supporting staff to their assigned Task Group(s) during technical and procedural discussions. The Staff Engineer offers a perspective unaffected by commercial or other influences, with a consistent approach to audit reviews.

The Staff Engineer also provides one focal point during the audit review process for the Supplier and ensures that responses are sufficient and will be understood by technical representatives of the Task Group who provide the final review.

How many companies mandate Nadcap?

There are over 50 major aerospace Prime Subscribers, most of whom require Nadcap accreditation throughout their supply chain.

How do aerospace prime contractors utilize Nadcap in their supplier approval process?

Nadcap accreditation does not equal customer approval. However, some customers may use Nadcap as a part of their customer approval process. Please contact your customer(s) for details of their exact approval processes and requirements.

Please be aware that you do not need to have aerospace customer approvals in order to have a Nadcap audit. There are processes in place to allow for this and we will work with you to arrange your Nadcap audit accordingly.

Email Signatures

Another easy way to promote your Nadcap certification is to include reference to it in your staff email signatures. You can do this either via text or by including the mark of conformity, as shown below. Make sure to include the critical process for which the company is accredited, as well as the mark of conformity logo for clarity.

Kind Regards,

Joanna Kennedy
Manager, Global Marketing & Communications and Data Protection Officer
Performance Review Institute
+44 207 034 1246



Online Directories

There are any number of online directories where your company may be listed. Go through each of them and update them to reference your Nadcap critical process accreditation. After all, you never know when a prospective customer may be searching online for a company with your capabilities and approvals.

4.4 Direct

Customer Notification via Post / Email

Use your customer contact list, including potential and former customers, to send out a notification directly to those companies to let them know about your new status. A draft has been provided for your convenience and is provided

Aerospace companies looking for an accredited supplier in <critical process/product> have a solution in <location>. <Company> has received Nadcap <critical process/product> accreditation. <Company> is one of the industry leaders, having achieved accreditation by Nadcap for <audit scope>. <Company> also holds other third party certifications such as <list> as well as customer approvals from <list>.

Nadcap is an unprecedented, industry managed supply chain oversight program that improves quality, while reducing costs, by assessing process capability for compliance to industry standards and customer requirements. The Nadcap audit is a stringent audit to criteria determined by industry experts, whose role is also to evaluate each audit for compliance to those criteria.

For more information, please contact <contact details>.

You might even attach a copy of your certificate and scope of accreditation, along with an invitation to your customer seminar or site tour (see page 6). You could also direct the recipients to your website, where you provide more detail on Nadcap (see pages 15 - 16) or to the Nadcap website www.p-r-i.org/Nadcap/ if you have not yet updated your site.

4.5 Social Media

There is a wealth of choice when it comes to social media and it can be hard to know which to use. The best advice is to continue with the approach that your company is already using. If promoting your new accreditation is consistent with this, then utilize whatever social media you are currently engaged in to do so.

To assist in this effort, drafts are below based on the most common social media platforms. If you need our assistance with content for another platform, please let us know.



LinkedIn is one of the most prolific business-focused social media, so if you have a company page on LinkedIn, post a news item using the press release content (see page 13) to announce that your company has successfully passed the Nadcap audit and gained accreditation, and share the update with your LinkedIn followers.

Company Name <Company Name> receives Nadcap <critical process/product> accreditation. Read more about it here: www.link

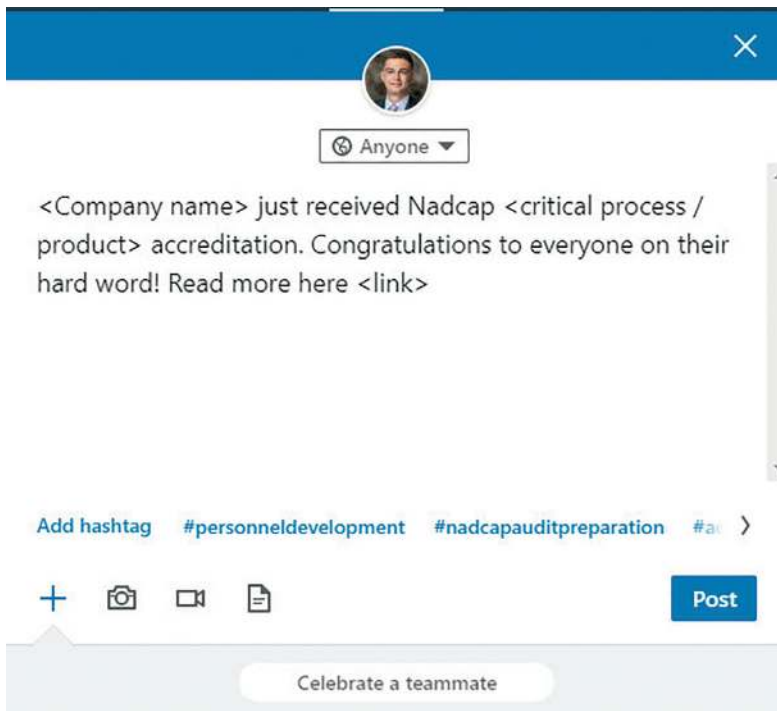


<Company Name> receives Nadcap <critical process/product> accreditation - <Location>, <Date>

Nadcap recognizes <Company name> for its commitment to continual improvement in the aerospace industry...

Like • Comment • Share

You could also update the company page itself on LinkedIn to include reference to the fact that the company now holds accreditation, and ask staff to share an update via their own profiles. This will be at their discretion, however, as individual social media profiles belong to the individual.



To spread the word via LinkedIn, consider posting about your achievement in relevant LinkedIn groups. Searching for aerospace under Groups in LinkedIn generates over 1,000 results so there is ample opportunity there.



Twitter is another tool often utilized by businesses. It allows you to update your followers but you must be concise as there is a 140 character limit to your tweets. You can, however, include links so you could link to your company website, or directly to the news item on your website that details your new accreditation. You can also follow Nadcap on Twitter via @PRINadcap.



Although it is commonly an individual social medium, a number of businesses also use Facebook. If your company has a Facebook page, you can add a post to that page, as proposed for LinkedIn.

4.6 Display

Certificates

At the most basic level for implementation, which requires no real investment at all, you can display your certificates in a place where site visitors are likely to see them, such as the lobby and/or meeting rooms.



Business Cards


Another way you can display your accredited status is by adding the Nadcap mark of conformity to staff business cards. This can be phased in as new business cards are ordered if necessary so that it requires little additional investment.

Some examples are shown on the next page that you can share with the person who creates your company business cards to make it easy for them to understand what you're looking for. They may require a high resolution version of the Nadcap mark of conformity and we can provide that to you on request.


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Exhibitions

If your company ever exhibits at trade events, the next time that you look to update your exhibition stand, consider featuring the Nadcap mark of conformity to highlight your accredited status. If you are not looking to update your booth anytime soon, printing leaflets or posters can be just as effective.



5.0 Nadcap Promotional Contact Information

For more information about Nadcap, please do not hesitate to visit www.p-r-i.org or contact us at PRINadcap@p-r-i.org

For further support for your promotional activities, please contact:

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