

Our Purpose

To promote and protect the advancement of the convenience services industry.

Our Community

CORE MEMBER

Companies that curate and deliver convenience services experiences to businesses and consumers.

MEMBER

Companies in the CS ecosystem that utilize core members to deliver convenience services experiences.

CUSTOMER

Professionals involved in the convenience services industry with an affiliation to NAMA member companies and / or to the association's mission and work.

STAKEHOLDER

Entities interested or involved in the growth, advancement and / or regulation of the convenience services industry including public officials, payment networks, standards-setting organizations and relevant trade and professional associations.

Our Focus

To inspire and enable a dynamic range of convenience experiences where consumers work, live and play.

Our Aspiration

Convenience services is a recognized, valued and essential resource to businesses and consumers.

Super Strategies

Actions with implications that cut across multiple goal areas and by their scope, duration and / or level of importance, may derive greater attention and resources.

- S.1** Grow NAMA's mission space, embodying sectors reflective of the evolving convenience services industry.
- S.2** Provide thought leadership enabling members to address and benefit from transformative changes shaping the future of business and our industry.
- S.3** Shape convenience services inspiring industry innovation, engaging new players, enhancing public perception and refining the association's brand.

Goals & Priorities

VOICE

NAMA is the universally recognized and influential advocate of the convenience services industry.

- 1.1** Reframe the convenience services story, focusing on consumer empathy, channel innovation and an expanded industry context. **S.3**
- 1.2** Increase NAMA's proactive policy agenda at all levels yielding demonstrable, positive results.
- 1.3** Advance recognition and acceptance of industry-led programs addressing key societal issues. **S.3**

KNOWLEDGE

NAMA is the premier knowledge source for the convenience services industry.

- 2.1** Equip operators with essential knowledge for the rapidly evolving business landscape in which they function.
- 2.2** Expand thought leadership programs and peer communities which inspire change, new critical competencies and relationships for the evolution of convenience services. **S.2**

Goals & Priorities

FORESIGHT & INSIGHT

NAMA is the expert source of essential information on the convenience services industry.

- 3.1 Be the source of knowledge on key external trends for operators (consumer, workplace, technology, innovation).
- 3.2 Curate industry-specific data and analytics essential to growth of convenience services. S.2

NETWORK

NAMA is a dynamic, growth-oriented and essential business forum for the convenience services industry.

- 4.1 Cultivate engagement of companies and individuals from the expanding spectrum of conveniences services essential to NAMA and industry growth. S.1 S.3
- 4.2 Foster a community of industry-led innovation that spurs business evolution and deters disruption by outside forces.

EFFECTIVENESS

NAMA is a leading organization in operational, financial and service performance.

- 5.1 Drive increased membership and non-dues revenue from NAMA's expanding brand, value and mission vectors. S.1
- 5.2 Achieve sustainable mix of Association and Foundation funding, ensuring service at current and continuously enhanced levels.