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**THE RELEVANCE OF  
MEMBERSHIP WITH THE GHANA  
PUBLISHERS ASSOCIATION**

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**GHANA PUBLISHERS ASSOCIATION SECRETARIAT**

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## WHY JOIN GHANA PUBLISHERS ASSOCIATION AS A MEMBER ?

If you are a member of the Ghana Publishers Association (GPA), you have probably realised that there is much more to it than you had originally anticipated. Many businesses and individuals join such associations with the hope of receiving one specific benefit or achieving one goal, only to find that the organisation has many more benefits and holds much more opportunity than it previously imagined. Of course, these specific benefits will vary depending upon the specific industry with which the organisation is associated, but there are some advantages of membership in the Association that are universal. Because it is important to get the most out of memberships and unlock all the benefits that these organisations must offer, it is important to understand exactly why businesses and entrepreneurs join them in the first place. While the motivation for joining the Ghana Publishers Association may vary according to the needs of the member firms, here are some of the top benefits to membership in such organisations and how the most successful members are able to take advantage of all of them.



### *1. Networking*

This is the most common and most obvious benefits of joining the Ghana Publishers Association. In every industry, identifying and expanding your potential business stakeholders/ who you know matters, and the Ghana Publishers Association is filled with potential contacts, clients and partners who can help your business move to the next level and become more prominent in your industry. The members of the Association – particularly the more active members – are able to build long-term relationships and partnerships that are mutually beneficial. They provide a forum for like-minded individuals to come together to share ideas, strengthen ties, find new jobs and make connections that would not be possible without the association.



### *2. Training and Education*

Continuous education and development is crucial in getting to the top of any industry. If your company is already a leader in the field, education is a key to remaining on top. This is especially true in any industry that involves a high level of technology, which almost all do in the fast-paced modern world. Ghana Publishers Association usually holds training programmes which include seminars, workshops and meetings that help members to learn and

build capacity or grow in their profession. Even outside of these official events, members have constant opportunities for peer-to-peer learning and mentorship that allow members to share experience and knowledge.



### **3. Certification**

In addition to the usual training and education provided by professional associations, many organisations provide certifications and licensing programmes that are not available to non-members. Not only do these certifications make for better practices in the industry, some are an absolute necessity for a business to compete. The certifications and licenses available in trade organisations provide a level of prestige and reliability in the minds of clients and customers that is invaluable. The Ghana Publishers Association considers certification of membership paramount and will take steps to achieve this accordingly.



### **4. Influence / Advocacy**

One of the key benefits of joining the Ghana Publishers Association is the ability to support the mission of the organisation and possibly influence legislation that affects the industry. The conditions of the immediate environment has effects on the operations and performance of every organisation and industry. Hence the need for favourable and functional laws for the Book Industry is inevitably invaluable. The combined resources of the members of the Ghana Publishers Association can be used to lobby lawmakers and sway public opinion more positively towards the goals of the association. With the increased level of government regulation in many industries, this is an absolute necessity for the survival of all businesses in the field.



### **5. Information Sharing**

Membership in the Association means immediate access to any news or developments that affect your business and the industry. Outside of the usual communication of members to one another, the Ghana Publishers Association generally provides newsletters, email updates and informative resources that help the members stay on top of recent developments in the field. Timely access to information has the tendency of eliminating or reducing business risks.



### **6. Best Practices**

Any line of work has a specific set of best practices that is vital to efficient, quality work. Especially for anyone new to the Book Industry, membership in

the Ghana Publishers Association is vital to learning these practices and performing the best work possible. The Book Industry is undergoing a lot of transformational changes. The fast pace of technology and market competition means that these practices are constantly updating and changing, and it is important to take advantage of any practices that can improve your business.



## 7. Exchange of Ideas

Not only do members have access to information about updates to the industry, they can also play a large role in determining these changes. The Ghana Publishers Association provides a forum for members to share ideas and develop new ways to improve the industry. This allows for more experienced members to help newer ones grow, and provides the opportunity for all members to share innovative ideas that can help the association.



## 8. Relationships

Aside from all of the professional benefits that are available through the Association, they also provide an opportunity for members to build friendships and personal relationships that can last a lifetime. Sometimes, a member can leverage on the relationship with other members in the Association or other known stakeholders through the Association to facilitate certain advantages.



## 9. International Exposure

The Ghana Publishers Association represents its members by exhibiting their books at international book fairs and conferences to promote the organisations, books and services; connect Ghanaian publishers to international publishers and other stakeholders to explore more business opportunities. Any business opportunities acquired from such international participations are shared with the members.

These are just some of the most common benefits of membership in the Ghana Publishers Association, and there are many others that are specific to each industry or business. According to recent research, over 85 percent of businesses that fail are not members of a trade association. No matter the industry, trade associations give their members many advantages in a fast-paced, competitive world.