**Engagement Talking Points**

Below is a list of benefits and programs that are included in the cost of AGS membership, and provides information as to why they’re valuable and how to access them. To view a specific membership type, click these links: [Retailers](#_Retailers), [Suppliers](#_Suppliers), or [Sustaining Firms](#_Sustaining_Firms).

# **Retailers**

## ***Professional Marketing Support***

* **Marketing Consultations:** As an AGS member, you have access to free marketing support! We want to help you promote your hard-earned credentials, build consumer awareness, and drive traffic to your business. Contact [marketing@ags.org](mailto:marketing@ags.org) for a free marketing consultation!
* **Instagram Takeovers:** For one day, AGS will feature you on their consumer-facing Instagram page. It’s a great way to connect with consumers—for free!
  + Visit [ags.org/instagramtakeovers](https://www.americangemsociety.org/instagramtakeovers/) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Sparkle Sessions:** We want you to star in our new IGTV series, “Sparkle Sessions!”
  + “Sparkle Sessions” helps consumers meet the jewelers behind the counter and learn the benefits of shopping with our knowledgeable and expert members.
  + These videos help consumers connect with you, get to know you better, and learn a thing or two about jewelry and gemstones!
  + Visit [ags.org/sparklesessions](https://www.americangemsociety.org/sparklesessions/) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **“Retailer Spotlight” Series:** The “Retailer Spotlight” features your business, introducing you to the AGS community. Slots are available in either the semi-monthly *Spectra Update* or *Spectra*.
  + The article is written in interview format. AGS will send you questions in Word format, giving you time to consider and respond to each question.
  + Your spotlight will also include three to five high-resolution images that correspond with the interview.
  + If you’re interested in participating in a “Spotlight,” contact [marketing@ags.org](mailto:marketing@ags.org).
* **Writing Opportunities:** We have an array of publications where you can showcase your jewelry (or business) expertise:
  + Submit an article for either of our member publications, our quarterly magazine, *Spectra*, or semi-monthly eNewsletter, *Spectra Update*.
  + AGS also has a consumer-facing publication, our quarterly eNewsletter, Brilliance, and the AGS blog! You can write articles showing consumers your expertise as a jeweler.
  + Submit an article showcasing your knowledge about diamonds and gemstones, jewelry trends, business best practices, and more!
  + There’s also our online learning portal, AGS PRO! We are seeking content such as articles, white papers or videos covering gemology, marketing, sales, and other best practices relevant to our membership.
  + To submit an article for consideration, visit [ags.org/contentform](https://members.americangemsociety.org/page/contentform) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Content Portal:** Sign in to your AGS Member Profile and visit the Content Portal, your one-stop destination for shareable content. In the Portal, you’ll find:
  + Social media content you can copy and paste into your own posts.
  + Press release templates to promote your AGS credentials and membership.
  + Quality assurance templates for retailers to send to their suppliers to ensure they’re disclosing everything the customers need to know.
* **Digital Badging Program:** If you are an AGS designee, credentialed titleholder, completed your annual recertification, or attended Conclave, you have access to an AGS digital badge!
  + They are graphical icons that indicate your credentials and accomplishments, and are displayed, accessed, and verified online.
  + Think of digital badging as that wall behind your desk or counter where you proudly display your hard-earned certificates. You can't take it with you, but with digital badging, you can!
  + Digital badges are a great resource for networking, can be utilized in everyday business practices, be included on business forms and business cards, and added to your email signature and social media profiles.
  + Visit [ags.org/digitalbadging](https://members.americangemsociety.org/page/digitalbadging) or contact [membership@ags.org](mailto:membership@ags.org) for more information.

## ***Retailers: Other Benefits***

* **Find a Jeweler:** As an AGS retail member, you’ll be included in our Find a Jeweler search tool on AGS.org.
  + Be sure consumers can find you by keeping your AGS Member Profile up-to-date.
  + Your online profile lists the AGS programs you participate in, such as the American Gem Society Credit Card from Wells Fargo, whether you have an Accredited Gem Lab®, and the individual associates at your store.
  + The profile also features a contact form that will directly connect potential customers with you.
  + Learn more about the Find a Jeweler search tool at [marketing@ags.org](mailto:marketing@ags.org).
* **Webinars:** Live webinars are hosted monthly as well as uploaded to AGS PRO. Whether it’s a panel or presented solely by you, webinars provide a platform to share your expertise and are an important component of our educational mix.
  + To submit a webinar for consideration, visit [ags.org/contentform](https://members.americangemsociety.org/page/contentform) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Mentoring Program:** Become an AGS Mentor or Mentee! Mentoring is an active partnership between committed individuals to foster professional growth and career development. Every mentoring relationship is unique and may take on different forms. AGS has created resources to help guide you through the process.
  + To learn more about this terrific program and to submit an application, visit ags.org/mentorprogram.
* **Member Groups:** The AGS has two lively groups that add to the AGS community and any member can join!
  + **The AGS Young Titleholders**—or YTs—encourage the growth and development of young and driven professionals while building connections and a voice among the next generation of AGS leaders.
    - Throughout the year, they sponsor educational webinars and social events that allow members to learn and grow, mix and mingle!
    - The YTs welcome all members, whether their new to the AGS and industry or season professionals. Visit [ags.org/AGSYT](https://members.americangemsociety.org/page/AGSYT) to learn more!
  + **The AGS International Guilds**, whose members are affectionately known as “Guildies,” are groups of AGS members who gather together for meetings and events in their local area.
    - The Guilds offer opportunities for continued education and to engage with other like-minded industry professionals in their communities or regions. Learn more about the AGS Guilds at [ags.org/american-gem-society-guilds](https://www.americangemsociety.org/american-gem-society-guilds/).

# **Suppliers**

## ***Professional Marketing Support***

* **Marketing Consultations:** As an AGS member, you have access to free marketing support! We want to help you promote your hard-earned credentials, build consumer awareness, and drive traffic to your business. Contact [marketing@ags.org](mailto:marketing@ags.org) for a free marketing consultation!
* **Instagram Takeovers:** For one day, AGS will feature you on their consumer-facing Instagram page. This page is seen not just by consumers, though: our retail members, other industry retailers, and influencers follow our Instagram account. You cast a wide net when you are featured on this page
  + Visit [ags.org/instagramtakeovers](https://www.americangemsociety.org/instagramtakeovers/) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Trending Now:** Each season, we update our “Trending Now” page on ags.org to showcase the seven key jewelry trends that are instant classics.
  + This interactive page features the incredible jewelry of our AGS members and is seen by consumers, the AGS community, and the media!
  + Submit your images and product descriptions at [ags.org/image-submission-form](https://www.americangemsociety.org/image-submission-form).
* **All About Birthstones Series:** This is your opportunity to exhibit your expertise on the amazing gemstones you work with every day!
  + “All About Birthstones” features the special birthstone(s) representing each month. Tell us about the history, origins, and characteristics of each gem, as well as share jewelry trends and designs that incorporate these fascinating gems.
  + These videos help AGS retailers connect with you, get to know you better, and use the videos to help train their staff.
  + In turn, they can share these videos with their customers to help further enhance the sale and educate them about their birth month’s special gem.
  + Visit [youtube.com/americangemsociety](https://www.youtube.com/americangemsociety) to view the “All About Birthstones” videos or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **“Supplier Spotlight” Series:** The “Supplier Spotlight” features your business, introducing you to the AGS community. Slots are available in either the semi-monthly *Spectra Update* or *Spectra*.
  + The article is written in interview format. AGS will send you questions in Word format, giving you time to consider and respond to each question.
  + Your spotlight will also include three to five high-resolution images that correspond with the interview.
  + If you’re interested in participating in a “Spotlight,” contact [marketing@ags.org](mailto:marketing@ags.org).
* **Writing Opportunities:** Submit an article for either of our member publications, our quarterly magazine, *Spectra*, or semi-monthly eNewsletter, *Spectra Update*.
  + AGS also has a consumer-facing publication, our quarterly eNewsletter, Brilliance, and the AGS blog!
  + This is your opportunity to showcase your expertise to the AGS community, the trade, and consumers.
  + Submit an article showcasing your knowledge about diamonds and gemstones, jewelry trends, business best practices, and more!
  + There’s also our online learning portal, AGS PRO! We are seeking content such as articles, white papers or videos covering gemology, marketing, sales, and other best practices relevant to our membership.
  + To submit an article for consideration, visit [ags.org/contentform](https://members.americangemsociety.org/page/contentform) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Content Portal:** Sign in to your AGS Member Profile and visit the Content Portal, your one-stop destination for shareable content. In the Portal, you’ll find:
  + Social media content you can copy and paste into your own posts.
  + Press release templates to promote your AGS credentials and membership.
  + Quality assurance templates for retailers to send to their suppliers to ensure they’re disclosing everything the customers need to know.
* **Digital Badging Program:** If you are an AGS designee, credentialed titleholder, completed your annual recertification, or attended Conclave, you have access to an AGS digital badge!
  + They are graphical icons that indicate your credentials and accomplishments, and are displayed, accessed, and verified online.
  + Think of digital badging as that wall behind your desk or counter where you proudly display your hard-earned certificates. You can't take it with you, but with digital badging, you can!
  + Digital badges are a great resource for networking, can be utilized in everyday business practices, be included on business forms and business cards, and added to your email signature and social media profiles.
  + Visit [ags.org/digitalbadging](https://members.americangemsociety.org/page/digitalbadging) or contact [membership@ags.org](mailto:membership@ags.org) for more information.

## ***Suppliers: Other Benefits***

* **Find a Vendor:** As an AGS vendor member, you’ll be included in our Find a Vendor search tool located at [ags.org/find-a-vendor](https://www.americangemsociety.org/find-a-vendor/).
  + Be sure AGS retailers can find you by keeping your AGS Member Profile up-to-date.
  + Prospective clients can find you by searching by category.
  + Your profile contains your contact information, lists all the categories that pertain to your business, and includes a tab to upload product photos, files, links, and more.
  + Learn more about the Find a Vendor search tool at [marketing@ags.org](mailto:marketing@ags.org).
* **Webinars:** Live webinars are hosted monthly as well as uploaded to AGS PRO. Whether it’s a panel or presented solely by you, these educational webinars provide a platform to share your expertise and are an important component of our educational mix.
  + To submit a webinar for consideration, visit [ags.org/contentform](https://members.americangemsociety.org/page/contentform) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Mentoring Program:** Become an AGS Mentor or Mentee! Mentoring is an active partnership between committed individuals to foster professional growth and career development. Every mentoring relationship is unique and may take on different forms. AGS has created resources to help guide you through the process.
  + To learn more about this terrific program and to submit an application, visit ags.org/mentorprogram.
* **Member Groups:** The AGS has two lively groups that add to the AGS community and any member can join!
  + **The AGS Young Titleholders**—or YTs—encourage the growth and development of young and driven professionals while building connections and a voice among the next generation of AGS leaders.
    - Throughout the year, the YTs sponsor educational webinars and social events that allow members to learn and grow, mix and mingle!
    - The YTs welcome all members, whether their new to the AGS and industry or season professionals.
    - Visit [ags.org/AGSYT](https://members.americangemsociety.org/page/AGSYT) to learn more!
  + **The AGS International Guilds**, whose members are affectionately known as “Guildies,” are groups of AGS members who gather together for meetings and events in their local area.
  + The Guilds offer opportunities for continued education and to engage with other like-minded industry professionals in their communities or regions.
* Learn more about the AGS Guilds at [ags.org/american-gem-society-guilds](https://www.americangemsociety.org/american-gem-society-guilds/).

# **Sustaining Firms**

## ***Professional Marketing Support***

* **Marketing Consultations:** As an AGS member, you have access to free marketing support! We want to help you promote your hard-earned credentials, build consumer awareness, and drive traffic to your business. Contact [marketing@ags.org](mailto:marketing@ags.org) for a free marketing consultation!
* **Sustaining Firm Spotlight” Series:** The “Sustaining Firm Spotlight” features your business, introducing you to the AGS community. Slots are available in either the semi-monthly *Spectra Update* or *Spectra*.
  + The article is written in interview format. AGS will send you questions in Word format, giving you time to consider and respond to each question.
  + Your spotlight will also include three to five high-resolution images that correspond with the interview.
  + If you’re interested in participating in a “Spotlight,” contact [marketing@ags.org](mailto:marketing@ags.org).
* **Writing Opportunities:** This is an opportunity that is perfect for our sustaining members! Submit an article for either of our member publications, our quarterly magazine, *Spectra*, or semi-monthly eNewsletter, *Spectra Update*.
  + This is your opportunity to showcase your expertise to the AGS community, and in some cases, the trade.
  + Submit an article showcasing your knowledge about the jewelry industry, security, upcoming technologies and trends, business best practices, and more!
  + There’s also our online learning portal, AGS PRO! We are seeking content such as articles, white papers or videos covering gemology, marketing, sales, and other best practices relevant to our membership.
  + To submit an article for consideration, visit [ags.org/contentform](https://members.americangemsociety.org/page/contentform) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Digital Badging Program:** If you are an AGS designee, completed your annual recertification, or attended Conclave, you have access to an AGS digital badge!
  + They are graphical icons that indicate your accomplishments, and are displayed, accessed, and verified online.
  + Digital badges are a great resource for networking, can be utilized in everyday business practices, be included on business forms and business cards, and added to your email signature and social media profiles.
  + Visit [ags.org/digitalbadging](https://members.americangemsociety.org/page/digitalbadging) or contact [membership@ags.org](mailto:membership@ags.org) for more information.

## ***Sustaining Firm: Other Benefits***

* **Find a Vendor:** As an AGS vendor member, you’ll be included in our Find a Vendor search tool located at [ags.org/find-a-vendor](https://www.americangemsociety.org/find-a-vendor/).
  + Be sure AGS members can find you by keeping your AGS Member Profile up-to-date.
  + Prospective clients can find you by searching by category.
  + Your profile contains your contact information, lists all the categories that pertain to your business, and includes a tab to upload product photos, files, links, and more.
  + Learn more about the Find a Vendor search tool at [marketing@ags.org](mailto:marketing@ags.org).
* **Webinars:** Live webinars are hosted monthly as well as uploaded to AGS PRO. Whether it’s a panel or presented solely by you, these educational webinars provide a platform to share your expertise and are an important component of our educational mix.
  + To submit a webinar for consideration, visit [ags.org/contentform](https://members.americangemsociety.org/page/contentform) or contact [marketing@ags.org](mailto:marketing@ags.org) for more information.
* **Mentoring Program:** Become an AGS Mentor or Mentee! Mentoring is an active partnership between committed individuals to foster professional growth and career development. Every mentoring relationship is unique and may take on different forms. AGS has created resources to help guide you through the process.
  + To learn more about this terrific program and to submit an application, visit ags.org/mentorprogram.
* **Member Groups:** The AGS has two lively groups that add to the AGS community and any member can join!
  + **The AGS Young Titleholders**—or YTs—encourage the growth and development of young and driven professionals while building connections and a voice among the next generation of AGS leaders.
    - Throughout the year, the YTs sponsor educational webinars and social events that allow members to learn and grow, mix and mingle!
    - The YTs welcome all members, whether their new to the AGS and industry or season professionals. Visit [ags.org/AGSYT](https://members.americangemsociety.org/page/AGSYT) to learn more!
  + **The AGS International Guilds**, whose members are affectionately known as “Guildies,” are groups of AGS members who gather together for meetings and events in their local area.
  + The Guilds offer opportunities for continued education and to engage with other like-minded industry professionals in their communities or regions.
* Learn more about the AGS Guilds at [ags.org/american-gem-society-guilds](https://www.americangemsociety.org/american-gem-society-guilds/).