



National Retail and Restaurant Defense Association (NRRDA)

An association representing members of the retail and restaurant industry committed to reducing the costs of claims and lawsuits against the industry.

it's about them: Association members, including restaurateurs, attorneys, risk managers, and insurance providers.

the product: Creation of a new association and development of a recruitment program to gain membership. Other services include conference and event planning, membership support services, and management of the association.

our solution: Marketing initiatives, brand strategy and membership recruitment tools. Also manage day-to-day operations and educational content by coordinating meetings and events for members.



it's about them