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**Sample shows are not the only opportunities members have to network with each other and the AIS team.**

Regular store visits, regional meetings, merchandise strategy meetings, training activities at AIS headquarters and an intensive, highly professional annual conference are all fixtures in the AIS calendar.

Regular newsletters, across all product categories and services, keep members informed of up-to-date facts and trends from within the organisation and beyond.

A web-based extranet ensures that communication throughout the AIS community is faster, more efficient and potentially paper-free whilst an e-commerce trading portal gives members the opportunity of linking electronically to suppliers in order to reduce supply chain costs and further improve their profitability.

# Communication