

# Why Become a TAG Member?



## Stand Above the Crowd

As a member of an ANSI-Accredited U.S. Technical Advisory Group (TAG) to an International Organization for Standardization (ISO) committee, you will be seen as a leader and expert in your field—both as an individual and for the organization you represent. Members are recognized on an international stage, and being involved in the standardization process is a way to showcase your involvement in the industry.

## Shape the Industry

Organizations that contribute to the standards development process have the chance to make sure their voices are heard, both domestically and internationally. Staying on the sidelines risks letting your competitors set the pace for the rest of the industry, possibly even by including language that standardizes you out of the market.

## Build Your Skills

As the standardization process incorporates such a wide variety of stakeholders, you will gain experience in areas that you may not have expected. You will develop your negotiation skills while getting a “bird’s eye view” of how your industry functions overall. Being part of the global standards process may also bring you technical knowledge in areas that were previously outside of your understanding.

## Get Connected to Your Industry

TAG members interact with a wide array of stakeholders from all parts of the industry, including government, private companies, educational institutions, and non-profits. Seeing how other organizations do business can change the way you approach your own market.

## See What’s Coming

As a TAG member, you automatically get a leg up on emerging issues and obstacles that affect your industry or product line. You’ll gain insider knowledge and early access to information that will help you shape your company’s agenda, develop networks, and act on priority areas.

### Interested in learning more?

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