



How To Sell Education About Standardization

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ASTM International Overview



- Founded in 1898, ASTM is a global forum for the development of voluntary consensus standards
- 30,000 technical experts representing producers, users, consumers, government and academia from over 125 countries.
- Participation is open to all with a material interest, anywhere in the world.
- Focus on materials, products, systems, and services



ASTM International
Year of the
PROFESSOR

Why learn about standards?

- Bottom-line business implications
- Impact global trade, innovation and competition
- Used by individual companies, research labs, government agencies, consumers
- Guide product design, development, market access





Create Demand

- Campaigns
- Scholarships and Awards
- Presentations to Professional Societies
- ABET Requirements
- Corporate Outreach





- Standards on Campus
- Case Studies
- Campus Visits
- Web Resources





Thank You!

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