

Effective Management Selection

Selecting a form of management must be based on an association's own goals, members, ideas and mission.

More and more volunteer leaders look at an AMC as an efficient and effective form of management. This includes quality staff and financial control along with continuity in the face of changing leadership.

According to association leaders, the most important areas when selecting a form of management are:

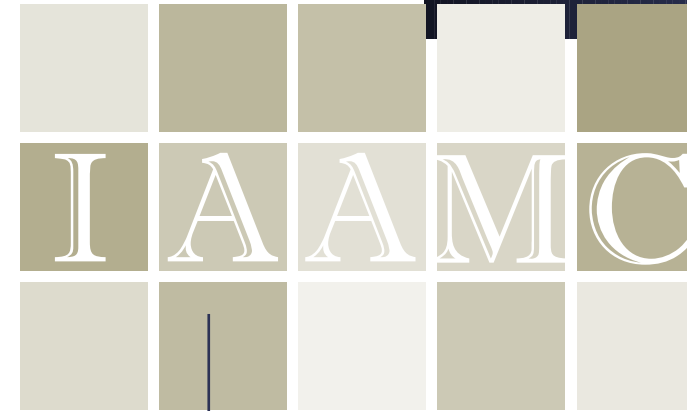
- *good communications*
- *planning and organizational skills*
- *good leadership*
- *public relations and marketing expertise*
- *association management experience*
- *cost-effective solutions*
- *continuity of management*
- *depth of staff*
- *personal style*

For more information on how to make a Quality Choice and select a management company, visit www.IAAMC.org.

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Setting the Standard for Service Quality & Excellence



A Quality Choice



International Association
of Association Management Companies

A Quality Choice

An association management company (AMC) is made up of a group of skilled professionals who provide management expertise and specialized administrative services to not-for-profit associations in an efficient, cost-effective manner.

Every association is unique and has individual needs, ideas and goals. Whether your association has 10 or 100,000 members, a management structure can make or break it. As associations grow in number and size, management becomes increasingly complex. AMCs are able to handle this complexity, along with the rapid changes taking place in industry professions, technology and government regulations.

Many decisions, from the smallest to the most crucial, have to be made in your association. AMCs allow association leaders to put more energy into their industry and profession to help meet their association's overall mission and goals rather than into time-consuming administrative tasks. An AMC also will provide expertise in:

- *Strategic Planning*
- *Financial Management and Budgeting*
- *Executive Management*
- *Membership Development*
- *Marketing and Public Relations*
- *Educational and Professional Development*
- *Communication Services*
- *Meeting and Event Planning*
- *Cost-Effective Solutions*
- *Personnel, Equipment, and Facilities*
- *Administrative Tasks*

AMCs have delivered quality and consistency in these areas for over 100 years and remain the effective solution to the management challenge.

Professionalism and Experience in Management

An association has to anticipate and plan for its future needs. Planning, a primary task of management, is essential to making things happen and allows management to identify and address problems before they occur.

By anticipating and identifying industry change, an AMC can develop collective problem-solving techniques needed to keep an industry prosperous. AMCs have immediate access to tried and proven techniques from their experience with other associations who have faced some of the same obstacles.

AMCs' depth of experience will create more diversity and expertise, fostering idea exchange. Your association will benefit from the management company's experienced staff who customize services

for your specific goals. Many associations are limited by size and qualifications of staff which may result in inefficient staff utilization. Your association will no longer need to train employees.

Marketing communications and public relations is often neglected in associations because of staff shortage or lack of expertise. An AMC's diverse experience in association marketing and public relations can result in increased awareness of your industry.

Through research, planning and feedback, an AMC can also create effective systems to carry out and monitor progress toward your priorities and objectives.

Innovative and Effective Communications

Communications and motivation of staff and volunteers play a big role in keeping an association on its feet and moving. Management delivery of timely, accurate and appropriate information to the elected leaders and association membership is a crucial part of the communications process.

Membership retention and solicitation are vital to all associations. Current member needs must be met along with identifying future problems that may occur. AMCs understand that the key to membership is listening to what members need. They also have the proper communication channels to help your association fulfill those needs.

An association management company is equipped to meet the demands of today's constantly changing high-tech business environment. By having an AMC back your association, technology challenges will be easier—and save you time and money.

As your association grows and develops, your members should benefit from it. An AMC can plan and maintain educational and professional development programs, which will enrich communications and fill members' professional and personal growth needs.

A quality AMC believes in the integrity of service built upon the communication of client expectation and company commitment.

Financial Management: Cost-Effective Solutions

Handling association funds is a critical area and must be evaluated closely when choosing a form of management. Your organization should not have to make major investments in full-time staff and office facilities. Operating with volunteers who often lack time, experience and expertise in key areas will create downtime and will result in wasted resources. AMCs offer the professional expertise of top specialists for a fraction of what it would cost to hire full-time staff. These experienced professionals execute assigned tasks cost-effectively and allow your organization to meet specific goals.

Financial and operational performance are of great importance to the management structure of all associations. AMCs focus on the bottom line, establish clear performance standards and regularly review the quality and cost of purchased services.

In order for your association to grow, it must take cautious steps when investing resources. By becoming partners with an AMC, your association will save valuable resources. An AMC has the facilities for you to have a centralized office. Sharing overhead costs for professional offices with other associations will increase your resources and capabilities without major capital investment.

An AMC has the expertise to

handle your financial operations and keep your association's accounting systems up to speed. Maintaining tight control over resources and keeping your cash fully vested with detailed reporting will become part of your association's financial services. An AMC can eliminate costly payroll and personnel duties along with liability, property, insurance and employee benefit issues to make your organization run smoothly.

International Association of Association Management Companies (IAAMC)

encourages critical evaluation of management—both its form and its performance. We hope this information will be evaluated and utilized to help your organization find the most effective form of management. We are confident that, when compared to other forms of management, association management firms will stand out.

Choosing the most professional and effective management should be the main objective for any association. Perhaps now is the time to consider an association management company for your organization.