

## **The Top Ten Reasons to Select an Association Management Company**

### **1. Maintain a separate and distinct identity**

Members of your organization will find little evidence that your association is part of a management company. You will maintain your own phone number and your phone will be answered with your organization's name. You will have your own listing in phone books, association directories, etc. Your association will have separate bank accounts, investment accounts, membership databases, vendor contracts (such as hotel and printing), educational programs, and promotional campaigns. You will have an executive director, who together with a core team, will be dedicated to serving your needs. They carry your business cards and consider themselves your staff.

### **2. Access to professionals in key program areas.**

The skills required to successfully run an association today run the gamut from A to Z. Finance, contract negotiations, meeting planning, copy writing, editing, strategic planning, educational development, marketing, fund-raising, public relations, chapter operations, inventory management, government relations, certification administration, surveys and evaluations, database management and information systems management are just the beginning. Instead of expecting a few people to "do it all", you can access employees who specialize in each area when you need them, and will gain the benefit of thorough attention and devoted service to each task. What's better, your members will perceive your organization as top-notch in every possible area, as opposed to only appreciating a few strengths, or worse, noticing your deficits.

### **3. Pay for those professionals only when needed/used.**

The best part is that you can access these specialists when you need them and will pay for only the time that is used. These individuals are specially trained for specific areas of association management. They know what will work and how to make things happen with a minimum of effort. Their expertise and experience are available on an as-needed basis, which, when compared with contracting out these various professionals independently, results in a cost-benefit situation for you.

### **4. Share in the leading-edge technology used by management company.**

Association management companies must offer advanced technology to clients in order to remain competitive. Information systems offer tremendous capability and flexibility and serve as a key tool in managing every aspect of your organization, including strategic planning, finances, conferences and meetings registration, database maintenance, desktop publishing and general administration. Few associations are able to afford the sophisticated level of technology available at AMC. Your association can "plug in" immediately to the newest and most efficient software and hardware available, instantly boosting the level of service you provide to your members. And, as new technological advances develop, you remain on the leading edge with continual access to the software and developments that meet your specific needs.

### **5. Share the cost of an infra-structure – pay only for the overhead you use**

The cost to maintain an office can be overwhelming, especially for small to mid-size organizations. Rent, utilities, technology and maintenance are just a few of the overhead costs that are shared with all the other organizations of a management company. You pay overhead for what your association uses only. Plus, you have access to large and small meeting rooms when you need them for board and committee meetings. These consolidated meeting locations afford your visiting members instant access to account staff, membership files, and other intangible benefits you could not find at an offsite location.

### **6. Avoid dealing with time and energy consuming personnel issues.**

Association boards are best utilized when they are making strategic management and policy decisions related to their field and scope of practice. The issues of employment compensation, benefits, withholding tax, continuing education, hiring and firing drain valuable time and energy from the board. Association management companies are the employers of your staff. While you have input into their performance evaluations, you do not need to spend time on the day-to-day issues of human

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resources.

### **7. Expand or contract staff as needed without pain.**

As your programs' size or scope increase, new staff can be added to your account team to provide the additional services, many times without having to spend extra time and energy to hire additional qualified personnel. Similarly, when programs are cut, there may be no need to lay off employees, as these individuals can be seamlessly transferred to another association within the management company.

### **8. Minimize phone transfers, voice mail and busy signals with a fully staffed member services group.**

A common complaint from members of organizations with limited staff is the slow response rate to requests and phone calls. At AMC, your members' calls are typically answered by a member services representative, not by a receptionist or an answering machine. These representatives are trained to answer questions specific to your organization. With just one phone call, members can renew their membership, register for a conference or change their mailing address; prospective members and others can find out what your organization is all about. In short, every detail and nuance of the member services function is designed to produce a positive and productive experience for all who contact your organization.

### **9. Share experiences with other associations managed by the same firm. Avoid their mistakes and seize their opportunities.**

The collective knowledge of seasoned executives is invaluable as account staffs share their learning experiences with one another. If an organization is contemplating a new project such as adding a password access area to their website or searching for a key consultant to conduct a benchmarking study, chances are someone else has already implemented a similar program. You can benefit from their experiences and learn about the pros, cons, cost implications, and other unforeseen issues before making the move yourself.

### **10. Share in the overall buying power.**

A key benefit of association management companies is the increased buying power. When you combine all the hotel room nights, printing jobs, mailing pieces, etc. of multiple clients, year after year, the result is a stronger negotiating position – giving you instant access to better hotel contracts, printing quotes, mailing service, and more.