

# ASSOCIATION SOLUTIONS

FULL-SERVICE MANAGEMENT

Increase organizational performance  
and growth. Maximize member value.



Realize your organization's mission,  
strategic vision and member value  
proposition through the support of  
our team of experienced leaders  
in association management.



## What are the benefits of partnering with an AMC?

Not-for-profit trade associations, foundations and societies experience a number of key benefits when they partner with an AMC. Client organizations are serviced by a dedicated, highly experienced and accessible team of professionals and third-party professional services support. Economies of scale are realized leading to reduced costs, reduced risk and improved resource allocation and elasticity. AEG manages the day-to-day operations freeing you and your members to focus on the important work of the organization and advancing its mission and vision.

## Who is Association Executives Group (AEG)

An AMCI-accredited association management company (AMC) offering your organization a complete association management solution. With more than 30 years of experience, AEG provides turnkey management solutions for not-for-profit trade associations, foundations, and societies, across a broad range of industries and professions, AEG's fully-integrated approach brings all core association services under one roof.



## How does AEG create growth and sustainability through effective leadership?

Effective leadership helps sustain an organization and keeps it relevant. We bring vision and innovation into an organization to create membership demand through program development and value-added resources. Our leadership team has served in senior management roles and steered organizations in their quest for success for over three decades.

While reaching beyond the typical methodologies in our leadership management approach to bring forward-thinking to organizational efficiencies, program development growth and member value, we work to maintain efficiency and productivity within the day-to-day operations.



# Our Service Capabilities

Only a partial listing below

## Association Management

- Board governance
- Budget oversight
- Strategy

## Administration

- Records management
- Phone and email answering
- Member mailings
- Meeting coordination

## Certification and Education

- Educational program development
- Accreditation and CEU oversight
- Certification and accreditation management
- Promotion and program development
- Member certification administration

## Event Management

- Site visits and negotiation
- Schedule, speaker, and food and beverage planning
- Onsite staff and logistical support
- Sponsors and exhibitors coordination
- Promotional and registration materials
- Budgeting and billing reconciliation
- Conference website and mobile app
- Virtual meeting, conference, and event support

## Technology

- Website design and development
- SEO / SEM
- Mobile apps

## Membership Development

- Member materials
- Advertising and outreach
- Public relations
- Intranet and members-only sites
- Member eblasts and publications
- Online promotion

## Financial

- Budgeting and expense management
- Billing and member dues
- Bookkeeping and financial statements

## Marketing

- Branding and image development
- Social media marketing
- Blog creation and updates
- Email blasts
- Copywriting and graphic design
- Digital and traditional advertising
- Brochures, signage and publications
- Merchandise and apparel printing



Contact AEG today to get started and schedule your **FREE one-hour consultation!**

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