

SERVICES

SUPPORTING ORGANIZATIONS WITH LEADERSHIP AND TALENT

MANAGEMENT

Leadership

- Board membership
- Strategic planning
- Resource allocation and budgeting
- Project management
- Process improvement
- Organization structuring/restructuring

General Administration

- Contract management
- Financial management and forecasting
- Legal management
- Accounting management
- Agenda planning
- Travel/logistical support
- Maintain general corporate files
- Create board materials and minutes
- Maintain bylaws and policies
- Maintain corporate files

Member Administration

- Manage member databases
- Manage member dues
- Member recruitment assistance
- Process member orientation
- Coordinate special programs/certificates/awards

Chapter & National Relationship Management

- Develop chapter/regional/national relationships
- Legal and financial engagement with local and national chapters
- Inter-chapter communications

Government Relations

- Direct advocacy
- Monitoring
- Analysis
- Reporting
- Grassroots advocacy
- Political action committees

COMMUNICATIONS

Member Communications

- Member events
- Speech writing
- Member newsletters
- Internal email programs
- Public affairs support
- Webinars

Public Relations

- PR planning
- Trade press coordination
- Local news coordination
- National/international news coordination
- Press releases
- Press release optimization
- White/position papers
- Feature article development
- Press events
- PR coaching

Event Planning

- Convention and event management
- Event assessment
- Location searches
- Logistical planning
- Budgeting
- Hotel management
- Contract negotiation
- Speaker/program management
- Marketing promotion
- Program development
- VIP/speaker care
- Registration management
- Exhibit sponsorship sales
- Sponsorship satisfaction
- Onsite services
- Ongoing reports and follow-up



Educational Programming

Content design and development
Content delivery
Certification and accreditation

Advertising

Campaign design and messaging
Print advertising
Direct mail
Web advertising
Billboard
Radio

Publications

Member newsletters
E-blasts/E-newsletters

DESIGN/CREATIVE

Branding

Organization branding
Logo development
Color studies/selection
Tag line/key message
Integrated brand development

Print

Brochures
Member materials
Post cards/mailers
Training materials
Annual reports
Posters

Signage/Display

Trade show booth design
Exhibit signage

MARKETING DEVELOPMENT

Supplier/Partner Progress

Supplier partnership
Co-op advertising programs
Contract negotiation

Research

Primary
Secondary
Surveying – online, phone, in-person
Focus groups

Writing

Press releases
Feature articles
Speeches
Brochures
Websites
Business plans
Research documents
Position papers
Editing and proof reading

ONLINE MARKETING

Website development

Site strategy, development and design
Data capture/database development
E-commerce
Content management systems (CMS)
Extranet/intranet development

Social Media Campaigns

Social media planning
Content development
Optimized blog and profile copy
Listening campaign
Ongoing social media management
Social media advertising campaigns

Web Promotion

Social networking optimization
Keyword analysis
Organic SEO
Online paid campaigns
Web advertising



7044 S. 13th Street
Oak Creek, WI 53154
414-908-4924
associationeg.com
info@associationeg.com