

# ASSOCIATION SOLUTIONS

## FULL-SERVICE MANAGEMENT

Increase Organizational Performance • Maximize Member Value



Want to build your organization's performance, strategic vision and member value proposition? AEG is an accredited association management company offering a completely integrated association management solution





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

Trade groups, foundations and societies experience a number of key benefits when they partner with an association management company (AMC). A full-service AMC aids in managing the day-to-day operations of organizations, allowing our client groups and its members to focus on their important mission-critical work.

AEG provides groups with a dedicated, highly experienced team to aid in reducing costs, mitigating risk, improving revenue and ensuring sustainability.

## Who is Association Executives Group (AEG)?

Founded nearly 40 years ago, AEG, an AMC Institute-accredited association management firm, provides strategic support and operational excellence by bringing together talent, resources, and leadership to execute programs and provide effective, professional association management services to member groups.



## 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. For nearly 40 years, our leadership team has served in senior management roles and steered organizations in their quest for success.

While reaching beyond the typical methodologies in our leadership management approach, we bring forward-thinking to organizational efficiencies, program development and member value, and 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!**

262 West Main Street  
Wales, WI 53183  
414-908-4924  
associationeg.com  
info@associationeg.com