
NEWS

AMC Institute Spreads Word About Value of Association Management Companies

By Kevin Eaton

The AMC Institute is in full swing of a marketing campaign that straightens out misconceptions about the association management industry and targets those close to boards to get the message out.

The campaign has a several pronged approach encompassing ads in various publications, educational material for members and informing lawyers and CPA's about what an Association Management Company can do.

"We were our own worst enemy, we weren't promoting the industry" said Bob Waller, president of the AMC Institute board of directors. "There was a lot of misinformation out there. The thought was that AMC's are only for small associations but that's not true."

He went on to say that some AMC's manage associations with up to 16 million budgets.

Part of the marketing campaign that the AMC Institute has undertaken includes a revamp of their website to include more information about developing a request for proposal for an AMC.

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they provide associations with access to staff specialists in all disciplines of association management that work with non-profits every day, and they have more buying power because of the number of associations they serve, all of which benefit our clients," said Waller.

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standards, they have structured themselves so that taskforces and committees can work on specific projects and even underwent a rebranding, dropping the former name of International Association of Association Management Companies.

The organization wanted to focus on making the "AMC" part more of the focus and a distinct entity.

"Focusing on the AMC brand will enable our industry to move to the next level as the leading provider of high-quality professional association services," said then AMC Institute president, John Ruffin during the rebranding a year ago.

Currently AMC's manage less than five percent of all associations in the country and Waller expects that the industry will see tremendous growth here and overseas.

They are particularly seeing growth in Europe and in Eastern countries.

"Growth will come from organizations that are volunteer-run, those with stand-alone executive directors, start-up associations, and also through

outsourcing," said Waller.

According to Waller, the outsourcing is one thing that AMC's do particularly well such as meeting services and public relations.

"The greatest benefit is shared resources in areas such as meeting planning,"

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said Waller. "Sometimes you don't need a full time PR person but have needs for that service several times of the year."