

What is an Association Management Company (AMC)?

An association management company (AMC) is a firm of skilled professionals whose goal is to provide management expertise and specialized administrative services to associations in an efficient, cost-effective manner. AMCs help Associations make a better Canada.

Every association is different. Each has different needs, ideas and goals. Whether your association has 10 members or 100,000 members, a management structure can make or break it. Over the years, associations have grown in number and size. Managing these associations has become increasingly complex. Association management companies are able to deal with this complexity and the rapid changes taking place in professions, technology and government regulations.

Many decisions, from the smallest to the most crucial, have to be made in your association. Association management firms allow association leaders to put more energy into their industry and profession rather than into time consuming administrative tasks. An association management company allows your organization to do this, along with helping meet its overall mission and goals. An AMC also will provide general and specialized areas of expertise including:

- Strategic Planning
- Financial Management
- Executive Management
- Membership Development
- Marketing & Public Relations
- Educational & Professional Development
- Communication Services
- Meeting & Event Planning
- Cost-Effective Solutions
- Personnel, Equipment, Facilities & Budget
- Administrative Tasks

Association management firms have helped obtain quality and consistency in these areas for over 100 years. AMCs remain the effective solution to the management problem. By offering advantages that more associations are discovering, association Management companies can help you obtain your mission.

What is The Association Management Company (THEAMC.ORG)?

The Association Management Company is an AMC, which not only delivers all the services that other AMCs do, it delivers more. Because we feel there is a need in associations to look beyond the services offered by all AMCs read on to understand how your association can benefit even more.

Operational Reviews look at how your association measures up to the industry based on the CSAE Not-For-Profit Sector Operations Report. **The** Association Management Company uses that industry knowledge and their almost 20 years experience in managing associations to identify opportunities for improvement.

Performance Management in the form of a proven approach offered by the Balanced Scorecard will put you on the leading edge of executing your strategy. Not only will you see a strengthening of accountability but if your members are looking for more transparency, consider what the Balanced Scorecard can do for you.

Certification and Accreditation services will offer your association staff the opportunity to take training leading to accreditation in their chosen field.

Government relations gives you the strength of experience in advocating to those in the public eye that can help your association get government attention for your cause.

Recruitment and Placement provides a service for your association to look for good people when you are in need rather than you have to go to market. Save time and money by letting **The** Association Management Company do this for you.

Database Management will look at a key tool for your members and prepare you for trends like demassification. Get your association ready for taking advantage of this trend and others that will affect your membership and volunteers.

Research already completed looks at Canadian associations and how current trends impact their success. Don't leave research until you have time. Benefit from work in this field to take advantage of the trends instead of them taking advantage of your association.

The Association Executive Office Park provides a centre for Associations Executives to work among their peers and share best practices and experiences to serve each of their associations and boards better.

Management Services

Administration Coordination

Continuity, promptness and efficiency are key factors in providing administrative services to associations. **The** Association Management Company will ensure that day-to-day processes and systems are attended to, Board minutes are prepared and delivered promptly, meetings arranged in a timely manner and support is offered cheerfully and willingly. Suggestions for improvement or simply prompts to key players of issues that need attention will support the effectiveness of your association.

Financial Management

The Association Management Company can provide you with not only very detailed record keeping but also assistance with budgeting and other financial activities. Working closely with association Treasurers, and with fiscal responsibility in mind, your account will be maintained efficiently with many secure features.

Executive Director Services

The Association Management Company provides skilled executives tailored to your association to be responsible for the overall management of your association. The association professional will build and maintain relationships with the board and fill roles and provide the development of strategies for the overall organization. The Executive Director will ensure that this lead role will help to establish, maintain and improve the organization.

Board Governance

With fiscal responsibility at the forefront of discussions and attention to how Boards of Directors make important decisions in association discussions, **The** Association Management Company provides professional governance support in helping boards remain accountable.

Membership Recruitment and Retention

The Association Management Company has mastered the ability to understand trends and how they affect associations today. Benefit from our insight into how your association can proactively respond to these trends before you have to react to their effects on members' numbers.

Database Management

The Association Management Company staff realizes how important it is to create reports that reflect how healthy your association is compared to the industry standards. See why we are able to help associations build databases that provide reports to tell you what the status of the health of your association is.

Advocacy

As association managers you need top quality professionals to advocate and speak out on behalf of your association members, on behalf of the association mandate and with regard to legislative issues. **The** Association Management Company provides this service so you are able to deliver on the promise to give your association's issues the attention they deserves.

Professional Development

Training

As Association Executives we all know the challenges facing us in knowing how to apply staff professional development that truly adds value to our administrative functions. Supported by a team of proven experts in staff training and education, **The** Association Management Company has developed a solution and filled the training gap for association administrators. From minute taking and business document preparation to communicating by email, telephone and in person and managing effective databases, our certification courses will not only discuss concepts but provide hands on, face to face certification programs to association administrators as well as senior staff managers.

Certification and Accreditation

The Association Management Company has launched its plans to offer Canada's first government assisted professional certification programs for association administrators. Also, a new and more relevant accreditation program for association executives that will offer face-to-face and on-line instructor lead training.

Certification for Association Senior Staff Officers
Certified Association Administrator (CAA)

Recruitment and Placement

Association Executive Recruitment (including interim Executive Director recruitment) and staff placement are all part of the services being offered by **The** Association Management Company. **The** Association Management Company offers a recruiting service that enhances the training offered and ensures quality personnel are supporting the associations **The** Association Management Company serves.



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Consulting

Operational Review

The Association Management Company's expert team of consultants through an operational review provides an outside opinion outlining the efficiency of an association's processes, systems and methodologies. If you want an objective view of your association based on industry study results, this service is for you.

Strategic Planning

The Association Management Company provides associations with services to formulate their ideas and goals into a comprehensive plan. The result is a roadmap enabling associations to focus on their critical success factors.

Balanced Scorecard

The Association Management Company provides associations with the ability to implement their strategic plan. This new offering to the association industry will endear boards of associations to their members by implementing their strategies with the Balanced Scorecard.

Government Relations

Associations can seek professional advice on advocacy, legislation and government issues of importance by experts who are familiar with political and governmental regulations.

Research

Canadian associations need to know how current trends impact their success. Don't leave research until you have time. Benefit from work in this field to take advantage of the trends instead of them taking advantage of your association. If you don't know about Demassification, Unbundling, Scrimping, Wave 3.1, Virtualization, Cyber-Mobbing and Scrutiny, how do you know how to protect your association from them?

Member Surveys

Need to know what your members are thinking? Use **The** Association Management Company to find out what they are thinking about issues to find out what's important to them. Don't ignore this one if you need to respond to the trends facing associations today and in the future like de-massification, unbundling and scrimping.

Business Centre

Web Design

Do you have a traffic problem? Is your membership utilizing your website to support and benefit their occupation? **The** Association Management Company can show you how to keep members coming back for more.

Newsletters

Newsletters should provide members with information that matters in many forms including on-line and paper format. That is what makes them a key product to members. Find out why **The** Association Management Company has ideas to make your newsletter look better and offers better ways to deliver them.

Conference Planning

The Association Management Company will work closely with your committee to assist with the success of your conference. Taking the stress out of planning is our goal. We take care of anything that needs to be done. From negotiation for accommodations, confirming speakers, conducting the abstract processes, developing sponsorship opportunities maintaining registration/hospitality desk to just name a few.

Archival Storage

The Association Management Company can provide you with secure archiving and storage for your historical files. This service will allow you to keep past files close by for research purposes and will maintain filing requirements for files such as financial records. This service can be obtained if required for a reasonable cost.

✱ *Coming Soon* ✱

Association Executive Office Park

Are you an Association Executive that is working on your own? What would it be like if you could go to an office where there were other Association Executives in the same situation? **The** Association Management Company is looking forward to establishing a centre for you in the near future.



a different kind of
Association Management Company

