



PRESS RELEASE

## ***Interel joins the AMC Institute***

***and continues expanding its presence in prestigious international networks***

Brussels, 22 March 2007 – Interel, the European Strategic Communications Consultancy headquartered in Brussels, announced today its membership in the AMC Institute. The AMC Institute is a not for profit trade association dedicated to promoting excellence among Association Management Companies (AMC) worldwide.

Building on years of experience, Interel launched in 2006 its “European Representation and Association Management” Division, a dedicated structure that offers a model of representation for associations and communities allowing them to be present and grow in Europe by providing a better service for members, establishing relationships with key players, and engaging in dialogue with European authorities and regulators.

Interel currently serves from Brussels eight European and international trade associations and professional societies active in different sectors including healthcare, technology, environmental, and others.

*“We are delighted to be part of the AMC Institute”, said Milagros Mostaza-Corral, Associate Director of Interel. “The European representation and Association Management Division of Interel offers a flexible solution to associations and institutions who consider setting up a permanent representation office in Brussels. By working with Interel and its expert team, organisations benefit from professional services enabling them to improve overall performance and reduce financial and operational risks. Interel’s membership in the AMC Institute will help us to further professionalise our service offering and establish partnerships with leading AMCs in other parts of the world”.*

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### **About Interel**

Established in 1983, Interel is a European Strategic Communications, with specialised services in public relations, public affairs, association management and corporate design. Headquartered in Brussels, Interel operates through its own offices and partners in all major cities in Europe. Interel employs some 100 staff in its offices in Brussels, Antwerp, Berlin, Paris and Prague. For more information, visit [www.interel.eu](http://www.interel.eu)

### **About AMC Institute**

The AMC Institute promotes service excellence among Association Management Companies (AMCs) worldwide. AMCs are professional service firms that provide leadership in association management and other association services through experienced staff, proven practices and shared resources. The AMC industry (number of firms) has grown by 150 percent since 1986 and includes more than 670 association management companies in the United States and abroad. AMCs now manage annual budgets exceeding \$3.4 billion collectively and book nearly 2 million room nights and \$1 billion in meetings and conventions services per year. For more information, visit [www.AMCinstitute.org](http://www.AMCinstitute.org).