

AMC INSTITUTE PLAYS MATCHMAKER FOR INTERNATIONAL ASSOCIATIONS

New Online RFP Tool Simplifies the Search Process to Identify Qualified Association Management Companies

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From membership development to meetings management and strategic planning, an association executive's job is never done. Increasingly on the international scene, executive directors and association staff representing thousands of trade associations and professional societies are partnering with Association Management Companies (AMCs) to help meet their association goals. Now, AMC Institute, the trade association that represents the global association management industry, has made it even easier to get the job done with an online Request For Proposal service, allowing associations to solicit support from more than 150 AMCs across the U.S., Canada, Europe and Asia. At the click of a button, the RFP tool exposes associations to a vast pool of qualified AMCs, making it that much easier for association leaders to choose the best fit for their organization.

The Movement toward AMCs

More and more, international associations are calling on AMCs as their chosen outsource resource. The non-profit European Ventilation Hygiene Association (EVHA) matched up with London-based Kingston Smith Association Management to develop an industry-specific training and certification program for air duct cleaning, which holds potential to become industry standard in Europe.

Similarly, the EU-Russia Centre, a pan-European think-tank of experts on EU-Russia relations, picked up on the AMC trend in January 2006. Impressed with the value and flexibility that the AMC model offers, they brought on board Brussels-based Interel, a strategic communications and public affairs consultancy, to leverage expertise in association legal issues, management, and public and government relations.

International associations aren't the only ones soliciting management support on the global scene. Many large, U.S.-based organizations with international operations have found that an AMC overseas is the best match to serve members in various regions of the world. For example, Kansas-based ARMA International, an association of Information and Records Management professionals, partnered with Association Global Services (AGS), operating out of Brussels. Today, ARMA makes use of AGS' government affairs team to strengthen its presence in the European Union.

Rundown of the RFP Process

Finding the right AMC is as easy as 1-2-3-(4). AMC Institute's online RFP provides step-by-step instructions to guide users through a four-part application. First, applicants are asked to provide an overview of their organization, from geographic scope and number of local chapters to membership benefits and IRS classification. Step two



hones in on the request for proposal, with questions on the nature of the search for an AMC. Next, associations have the chance to outline the projected scope of services, with options including membership management, financials, meeting/convention, educational workshops and marketing and publications. And in step four, associations fill out a financial profile and details of their meetings schedule.

Once these sections are completed, associations are prompted to upload their own RFP, where they have the chance to elaborate on specific strategic issues. As an added benefit, AMC Institute offers recommendations for crafting an effective RFP. Click on submit, and voila, the RFP is distributed to more than 150 qualified association management companies, via a posting on the members-only section of the AMC Institute site.

Added Benefits of the RFP Route

Solidifying AMC Institute's clear-cut system for AMC-to-association matches, the RFP process provides a level of due diligence that resonates with associations worldwide. Board members see the RFP process as a best practice when it comes to making a management change. Channeling the RFP process through AMC Institute, which we're proud to call the leading industry association, adds additional peace of mind that myriad options were considered – all of them highly qualified outsource resources.

For more information; www.AMCInstitute.org
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Stop Press:

It has been announced that the AMC Institute's Annual Meeting will take place February 21-23, 2008 at the Sheraton New Orleans