

## What is a AMC?

**An Association Management Company (AMC)** is comprised of dedicated professionals focused exclusively on servicing professional and customer communities in a range of responsibilities.

### MCI Value

At MCI, the largest association management company outside of the United States, we focus on the continued growth of your organisation. Over 115 association professionals in Europe and Asia work to attract new members, partners and non-dues revenue.

## Our tailored services

### Association Management Services

- Executive leadership
- Community management
- Public affairs (PA)
- Sales and fund raising
- Membership management
- Certification
- Financial management
- Systems integration and administration

### Marketing and Communication Services

- Marketing and public relations (PR)
- Strategic analysis
- Content generation
- Graphic design
- Print production
- Web site development and management
- Electronic communications

### Conference Services

- Event strategy
- Programme management
- Project management
- Supplier management
- Exhibition and sales management
- Registration and housing

## The challenges we solve

- § As a US-based organisation, you are not sufficiently familiar with differing cultures to successfully adapt your association's offerings to Europe or Asia.
- § As a European-based organisation, you do not have the resources to manage the differences of recruiting or retaining members in the various countries within the European Union.
- § Membership is declining or stagnant – you have a hard time providing real value to your members, especially with changing member needs.
- § Budget is limited, yet new products/services are required to enhance membership value
- § Membership and conference attendance is low and needs boosting
- § Volunteer leaders spend too much time on administrative issues.
- § Relationships with industry, policy makers and government institutions must be built.
- § You need local, multi-cultural and multi-lingual expertise to develop your association relevance in a specific region (beyond your existing headquarters).
- § Your current staff or volunteers are over worked; you want to outsource certain projects.

## Why MCI

We provide a solution of efficiency, effectiveness, the experience of an international multi-lingual staff and cost savings through shared overheads. By partnering with us, associations, government institutions and other non-profit organisations can take advantage of our expertise with full-service management or project based work. Our innovative solutions and strategic thinking to raise association's profiles have allowed us to build our client's communities everyday.