



2021 MEMBER NEEDS SURVEY

Executive Summary and Key Findings

EXECUTIVE SUMMARY

Industry

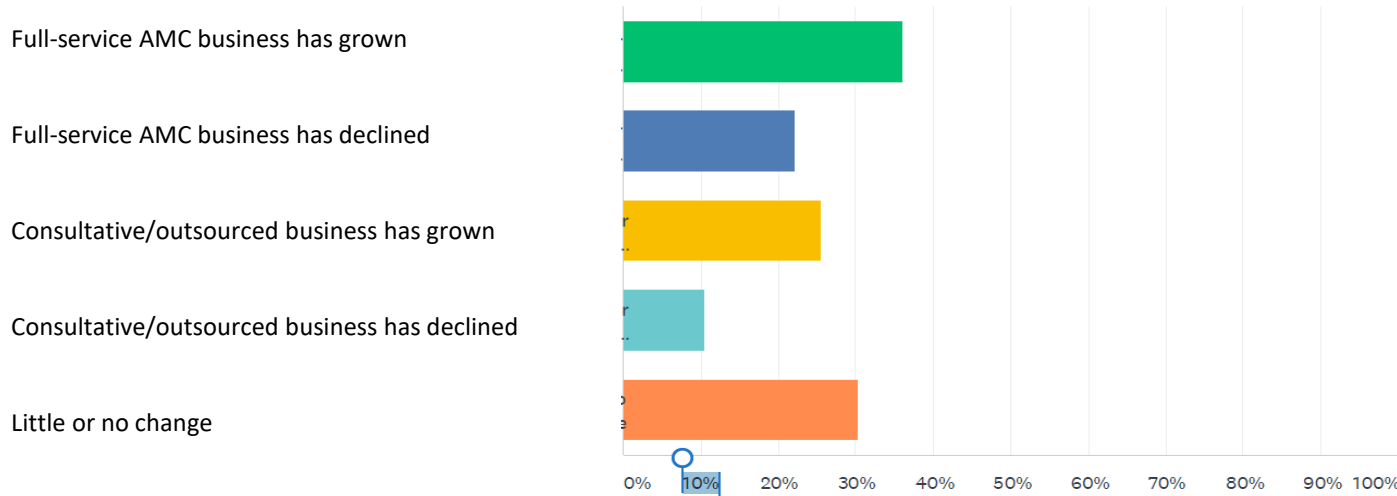
- 90% of AMC-managed full-service associations sustained the pandemic
- Highly stable employment and workforce
- 60% of firms reported maintaining or increasing new business opportunities
- 95% of respondents expressed optimistic outlook for future of AMC industry
- 80% of AMCI members plan to execute in-person meetings by Q3 2021

Institute

- Engagement Lounges are the most popular program with AMC membership
- 96% experience direct benefits of their membership
- Business development/strategic planning is the most frequently identified subject of interest to members
- Where members want more resources
 - Educational Opportunities
 - Value of AMC Model Marketing Campaigns
 - Research

Since the pandemic began, our AMC's association clientele has been impacted as follows:

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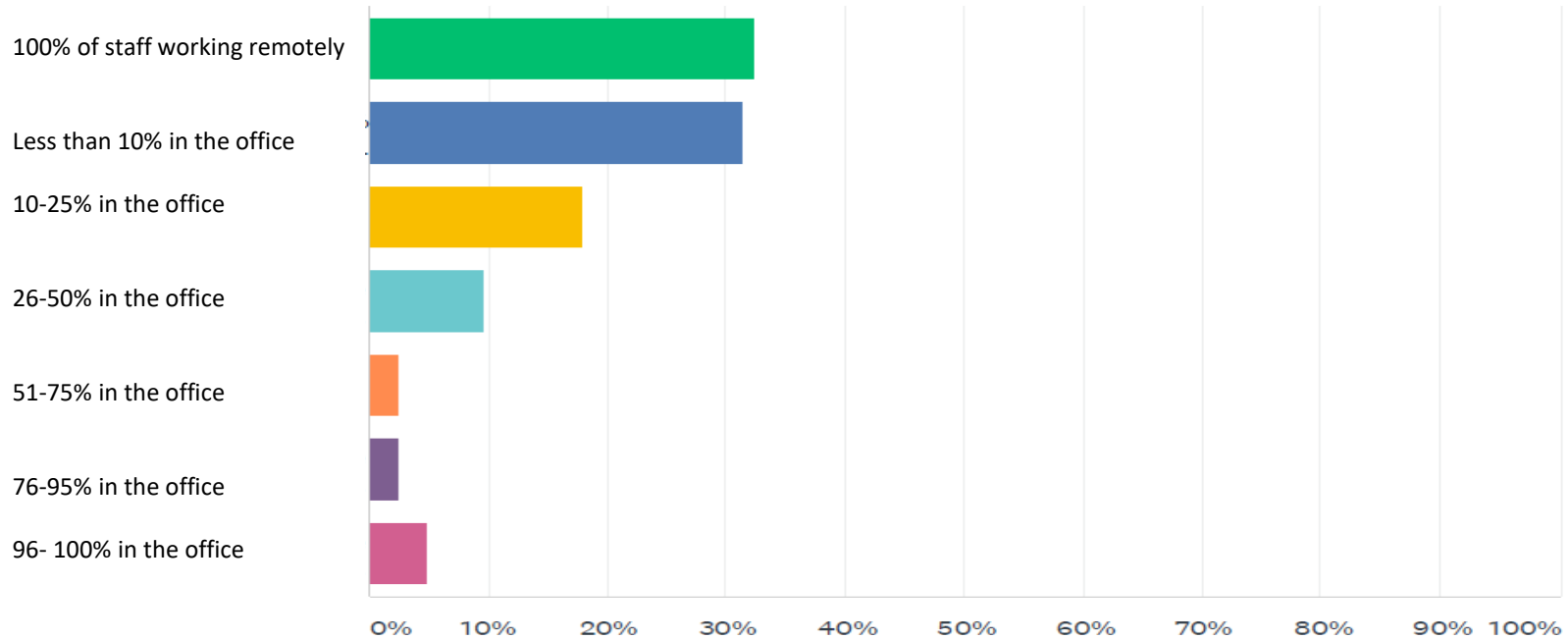


50% OF LARGE AMCS REPORTED AN INCREASE IN FULL-SERVICE MANAGEMENT BUSINESS, WITH A THIRD OF MEDIUM AND EXTRA-LARGE AND 20% OF SMALL FIRMS NOTING THE SAME. GROWTH IN CONSULTATIVE BUSINESS WAS HIGHER FOR LARGE AND EXTRA-LARGE AMCS (AVERAGING 33%) THAN SMALL AND MEDIUM-SIZED FIRMS (20%).

If any percentage of your staff were working remotely prior to the pandemic, please note the percentage below.

A LITTLE MORE THAN A THIRD SMALL AMC STAFFS WORKED REMOTELY PRIOR TO PANDEMIC RESTRICTIONS, VERSUS JUST OVER 25% FOR MEDIUM AND LARGE, AND 17% FOR EXTRA-LARGE FIRMS

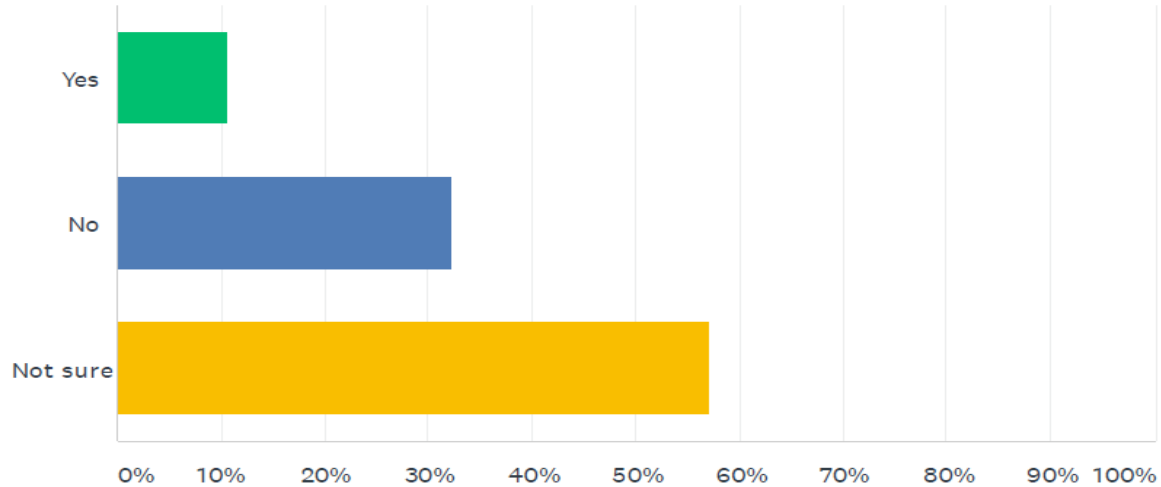
As of today, indicate the percentage of your staff who are working from the office.



CURRENTLY SMALL (52%) AND EXTRA-LARGE (36%) AMCS HAVE HIGHEST PROPORTION OF ALL STAFF STILL WORKING REMOTELY. 80% OF LARGE FIRMS AND 70% OF MEDIUM REPORTED AT LEAST 10% OF THEIR WORKERS RETURNING TO THE OFFICE AT LEAST PART-TIME

Will you require staff to get a COVID vaccine when available?

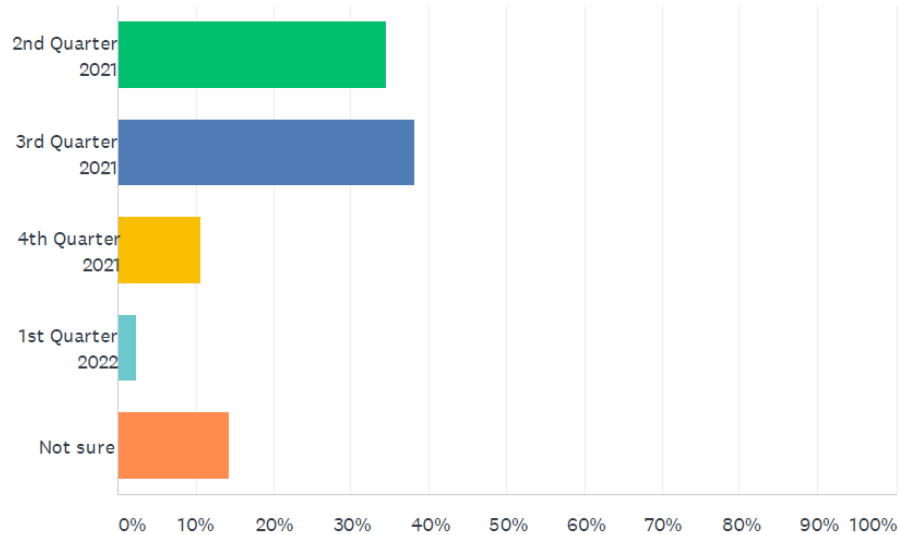
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ACROSS ALL SIZES OF AMCS, THE MAJORITY HAVE NOT MADE A DECISION REGARDING EMPLOYEE VACCINE REQUIREMENT POLICIES

When is your first in-person, or meeting with an in-person component, planned to actualize?

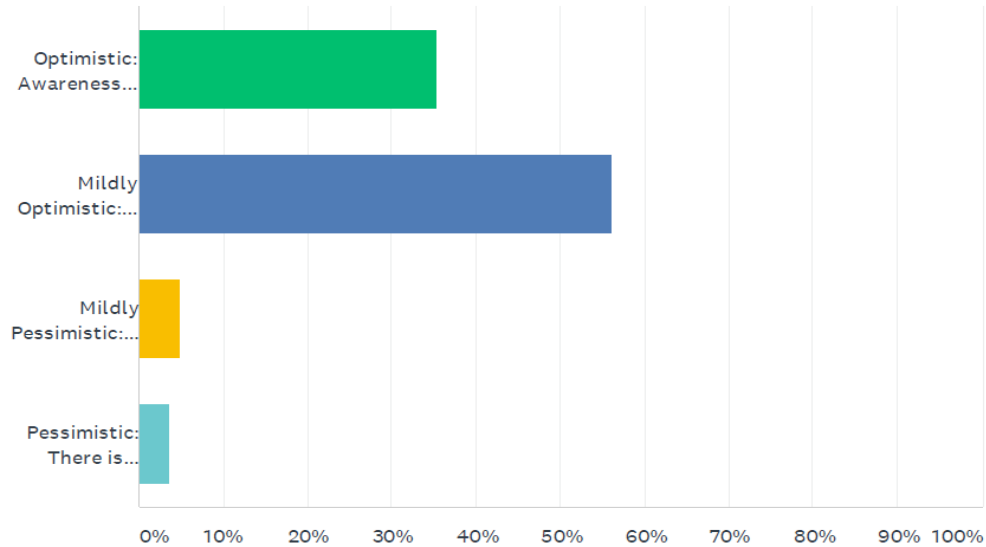
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LARGE AMCS ARE LEADING THE RETURN TO IN-PERSON MEETINGS WITH HALF REPORTING HOLDING AT LEAST ONE IN Q2 2021. Q3 WAS IDENTIFIED MOST FREQUENTLY AS THE TIME FRAME FOR SMALL, MEDIUM AND EXTRA-LARGE AMCS

How would you describe your current outlook of the AMC industry?

Answered: 82 Skipped: 32



MOST RESPONDENTS IN EACH SIZE CATEGORY (S/M 87%, L/XL 98%) DESCRIBED THEIR OUTLOOK AS EITHER MILDLY OPTIMISTIC OR OPTIMISTIC, ACKNOWLEDGING CONTINUED IMPACT ON CURRENT CLIENTS BALANCED WITH INCREASED OPPORTUNITY FOR, AND INTEREST IN, THE AMC MODEL.