



# AMC INSTITUTE MEMBER IMPACT STUDY

## *KEY FINDINGS*

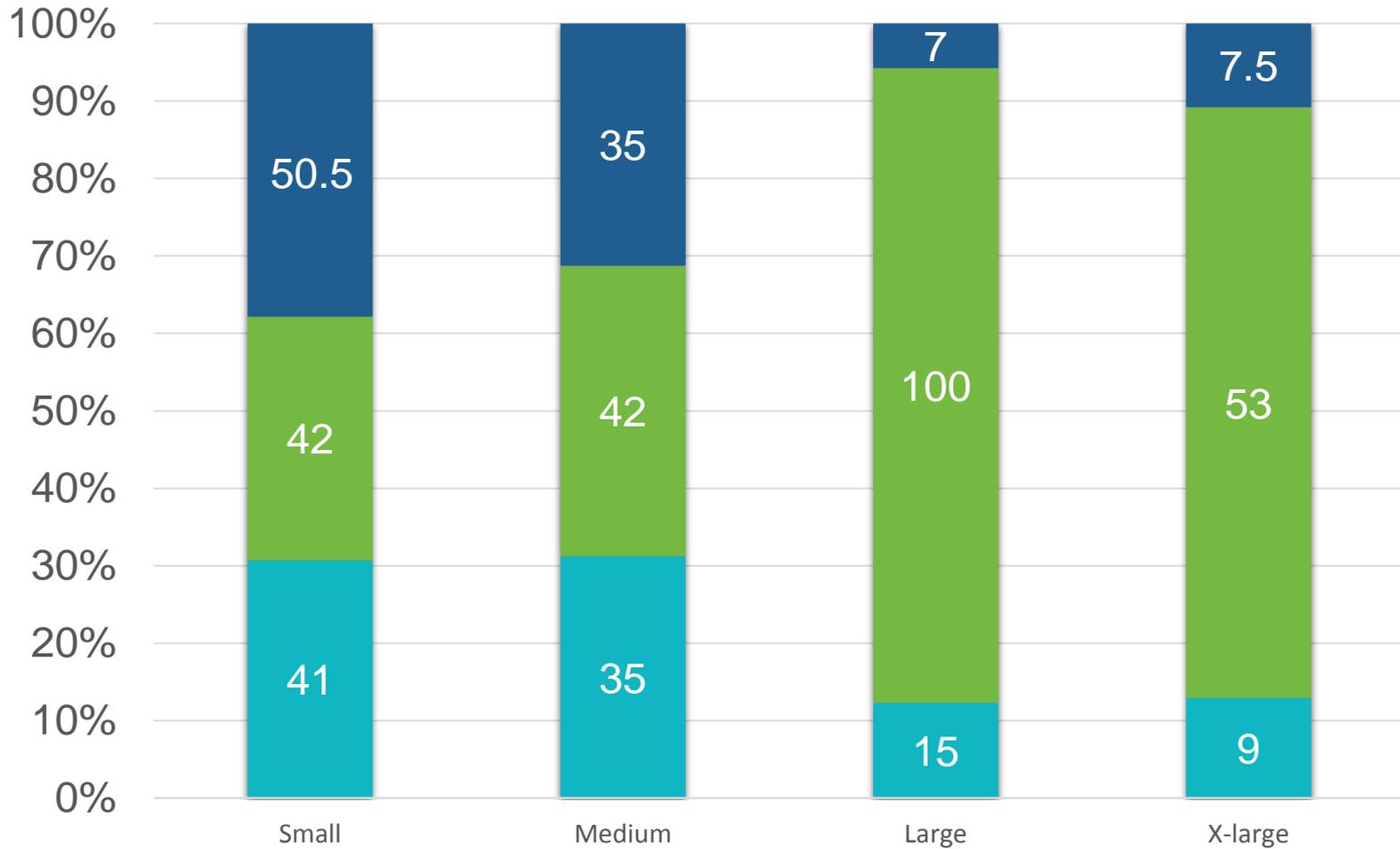
December 2016

# MEMBER FIRM CATEGORIES

(BY FTE)

Small	< 10
Medium	11-30
Large	31-60
Extra-large	61+

# MEMBER PARTICIPATION



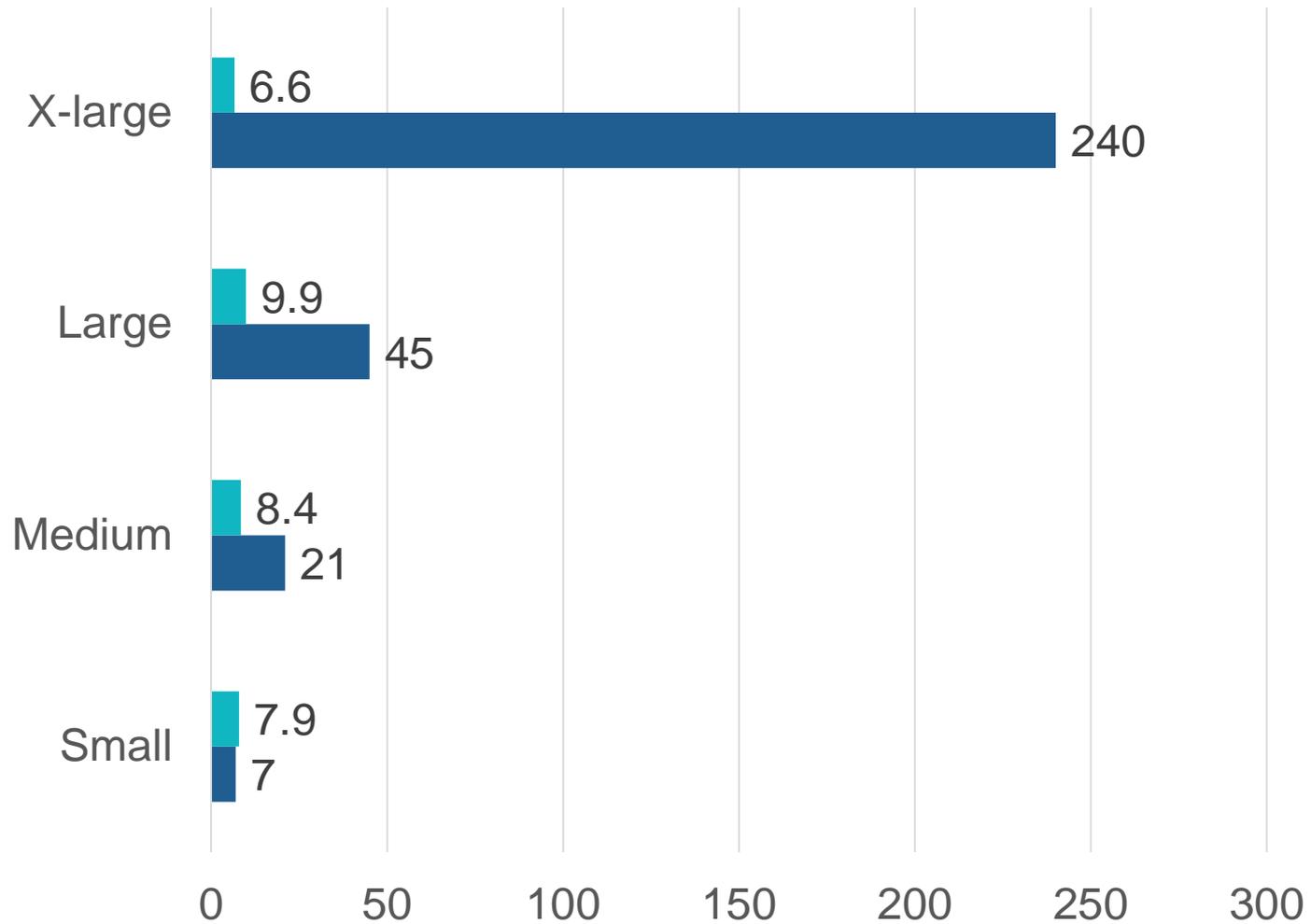
# EMPLOYEE PROFILE

- Median # of FTEs: 15.75
- Average tenure: 8 years
- Millennials employed: 32% (national average 36%\*)
- Millennials in management: 20% (national average 20%\*)
- Women in management: 50% (average for associations 45%\*\*)

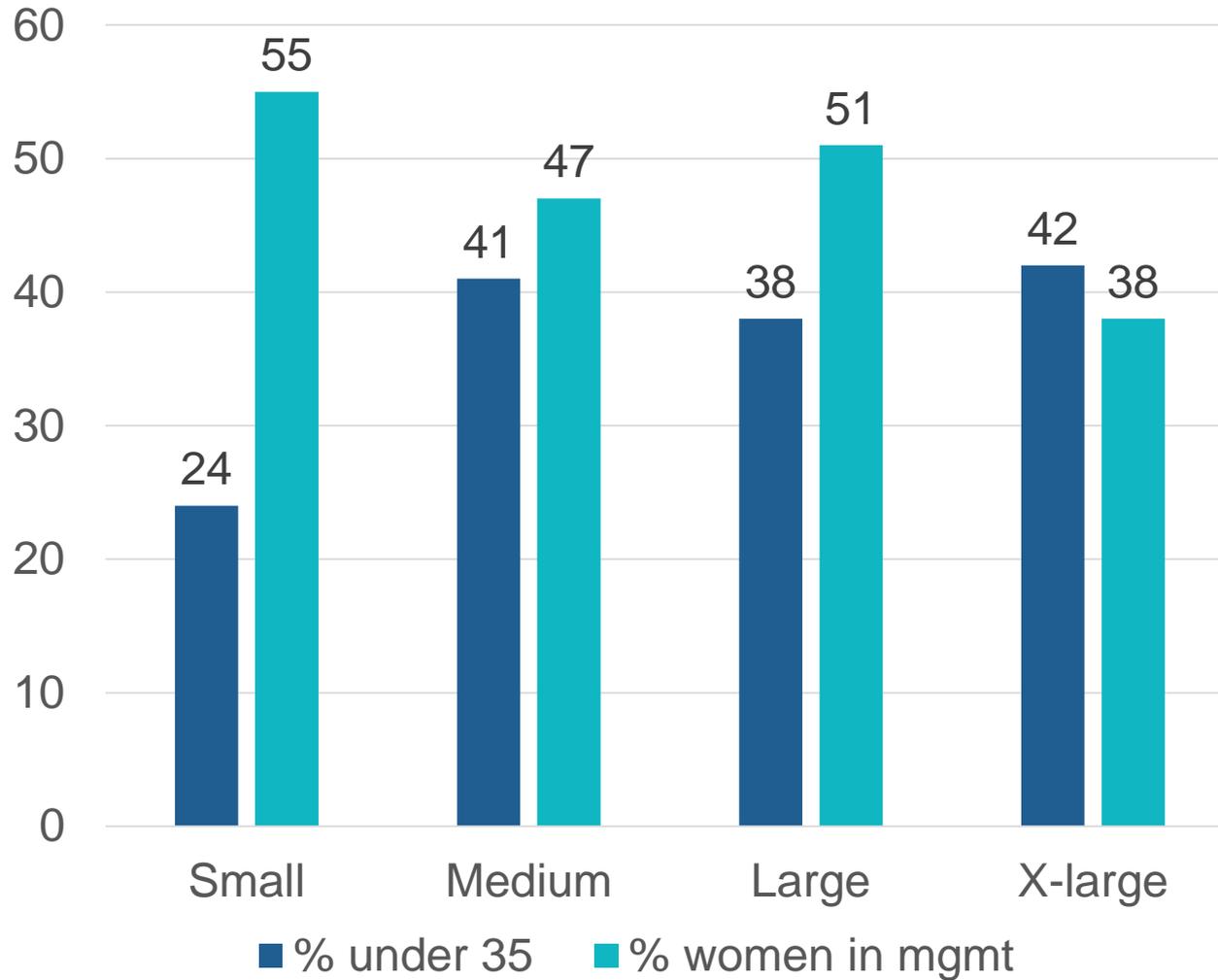
\*The 2016 Deloitte Millennial Survey

\*\* Communication Matters (via ASAE)

# STAFF



# EMPLOYEE PROFILE



# A GROWING INDUSTRY

## Full Service Management:

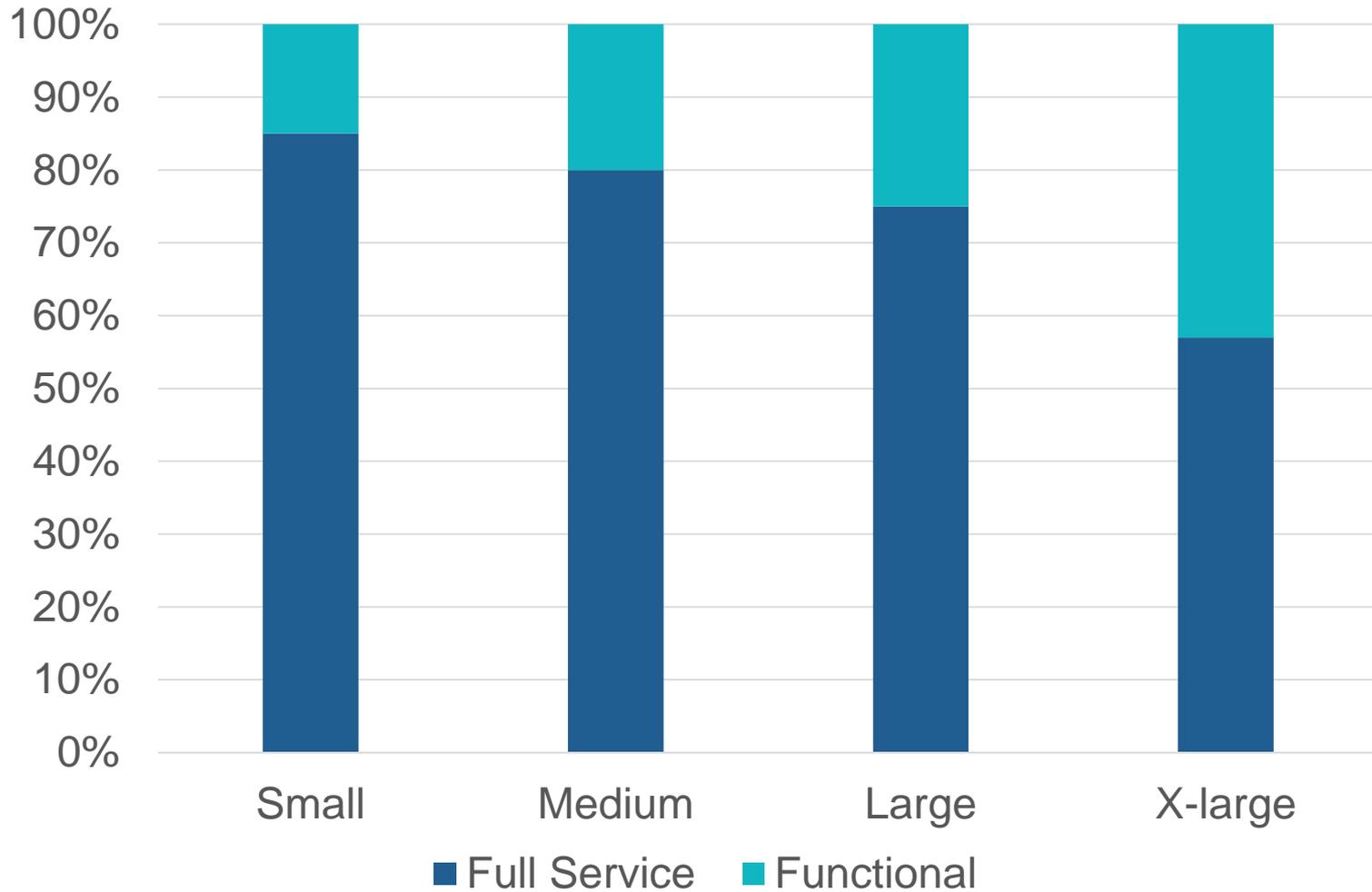
- 81% of client base  
(average)

## Overall Revenue Growth 2015:

- 11% (average)



# SOURCE OF GROWTH (%)

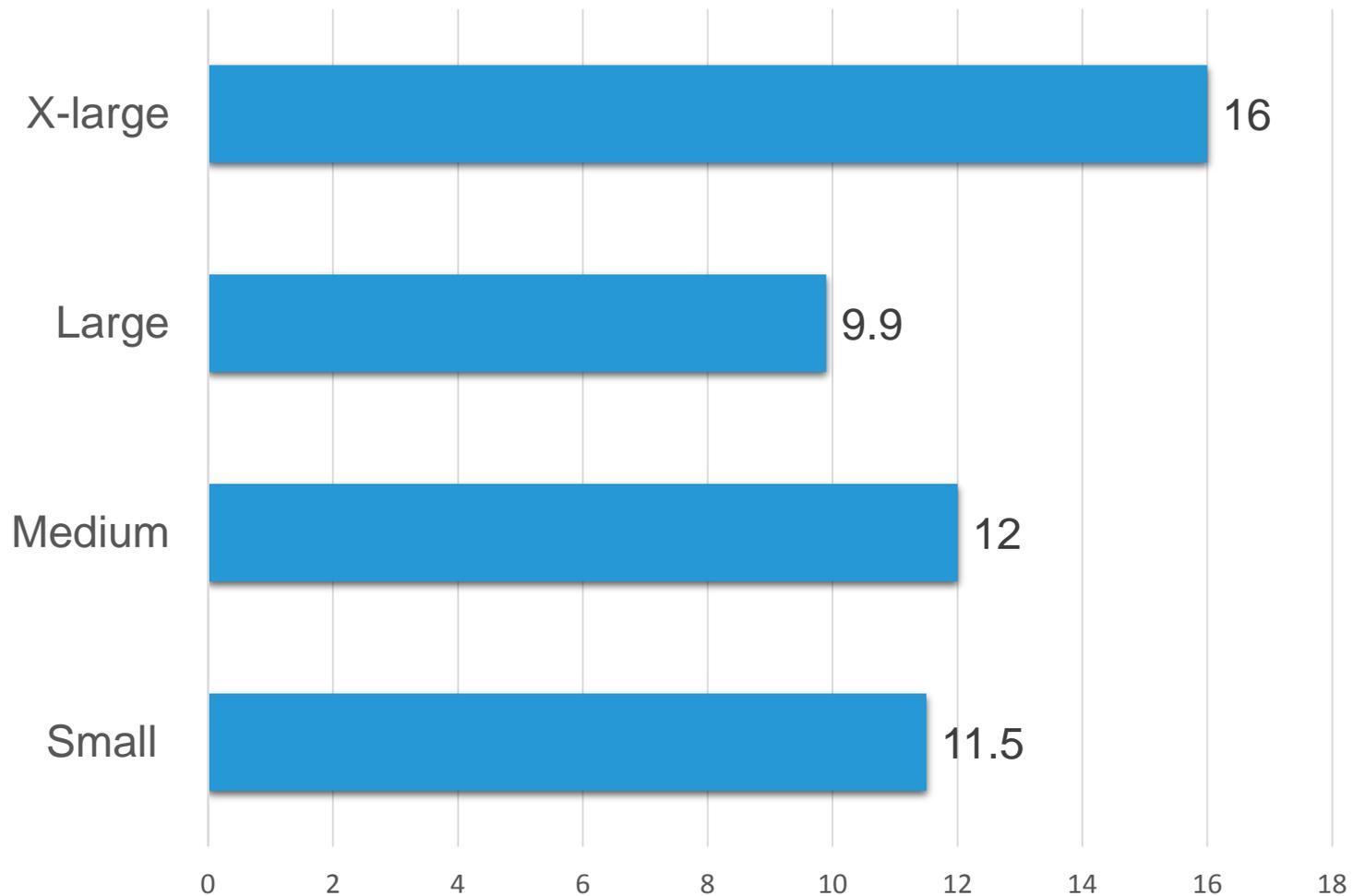


# FIRM REVENUE

***What was your firm's overall percentage of growth in 2015?\****

*\*17% of members reported no change in revenue 2015/14, or did not provide a response*

# REVENUE GROWTH



■ Average % Increase 2015/2014

# CLIENT REVENUE

***In 2015 did your clients' revenue increase, decrease, or stay the same?***

# CLIENT PERFORMANCE

78% reported client revenues increased 2015/2014

Average growth: 10%

- compared to 2.6% average of standalone associations\*

Value of meetings booked: \$350M

20% held meetings outside U.S.

\* ASAE Operating Ratio Study – 14<sup>th</sup> edition

# CLIENT REVENUE PERFORMANCE: 2015/2014

Outcome	Small	Medium	Large	X-large
Increased	76%	72%	100%	83%
Decreased	5%	4%	0%	0%
Same	19%	24%	0%	17%

# FIRM OUTSOURCE SPEND BY FUNCTIONAL AREA

Service	% of AMCs using outside vendors
AMS/IT	54%
Web Development	42%
Graphics/Printing/Production	20%
Strategic Marketing/PR/SM/Media	16%
Gov't Relations/Lobbying	7%
Meeting/Exhibits/Sponsorships	7%
HR/Payroll	4%
Membership	2%
<b>TOTAL SPEND</b>	<b>\$11.36M</b>