

MEMBERSHIP AT-A-GLANCE

# AMC INSTITUTE



Advancing the business interests of member Association Management Companies (AMCs) and the AMC industry.



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# WELCOME!

**Congratulations** on activating your membership and joining a community of innovative, forward thinking, entrepreneurial companies just like your own.

The **AMC Institute (AMCI)** exists to promote the AMC model and serve our AMC members. We are excited to have you on board with us as we embark on a journey to have 50% of all standalone associations fully managed by AMCs by 2050.

This is a **lofty goal**, but we know that **together** this community can make that happen.



# ABOUT YOUR MEMBERSHIP

Membership with AMCI is organizational, meaning *everyone* in your firm can take advantage of AMCI's membership benefits. To have your staff added to your membership, simply email their names, emails, and titles to [membership@amcinstitute.org](mailto:membership@amcinstitute.org). This is an employee benefit that you can pass along to your team at no additional cost!



*THE AMC MODEL WILL BE  
THE PROVEN SOLUTION OF  
CHOICE FOR STRENGTHENING  
AND GROWING THE WORLD'S  
ASSOCIATION AND  
NON-PROFIT COMMUNITY*

# AMCI Member Benefits



- [In-Person Events & Networking](#)
- [Online Professional Advancement](#)
- [AMC Focused Education](#)
- [Monthly Virtual Webinars](#)



- [AMC Model Marketing & Proof Points](#)
- [Current Research](#)
- [AMCI Accreditation Program](#)

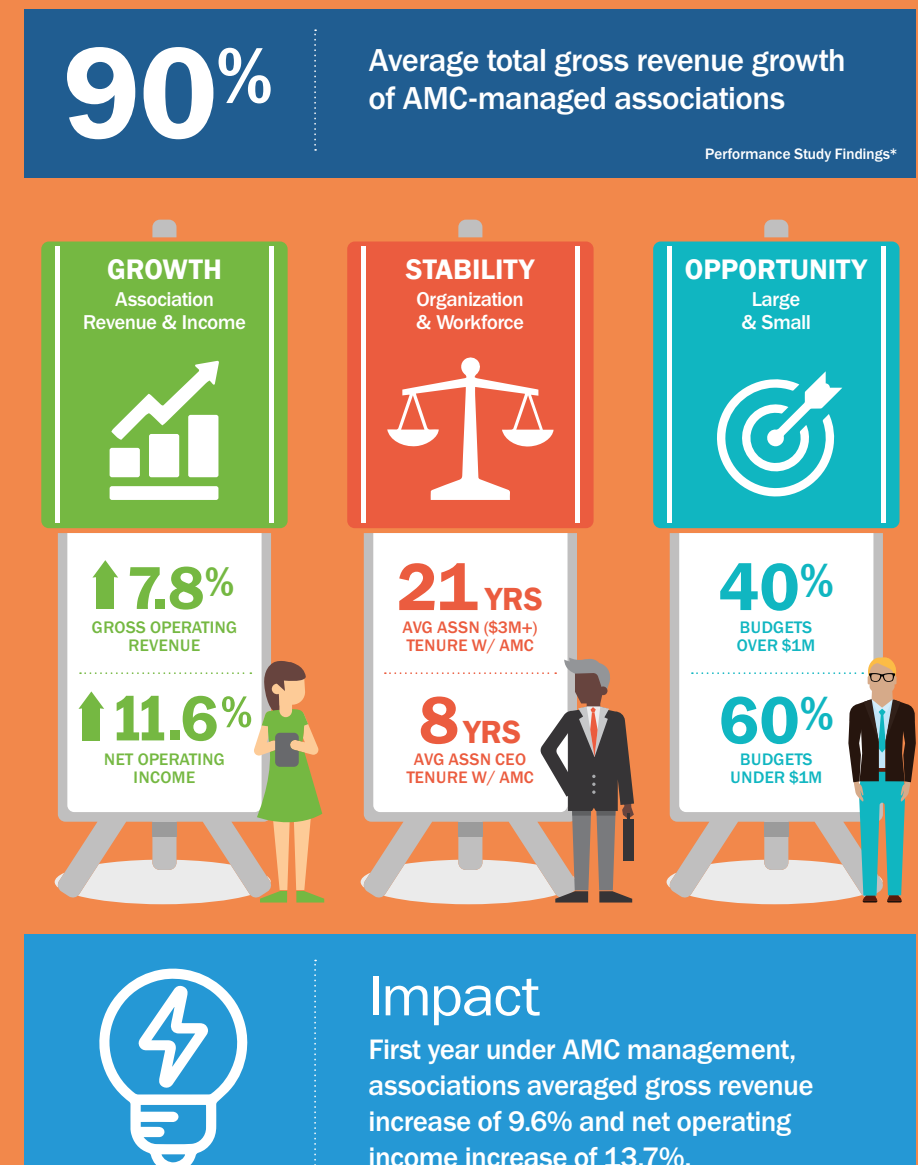


- Client Referral Program (RFPs)
- Member Communications
- Coming Soon: AMCI Business Exchange

# AMC MODEL MARKETING

To advance awareness of and interest in the AMC model through valid and credible data, AMCI is committed to an ongoing research program with cyclical focus on client needs and opportunities, model strengths and benefits, the overall impact and influence of our industry, and association management trends and solutions provided by the model. Marketing materials are regularly updated on our website, which can be [accessed here](#).

## The AMC Business Model



# ASSOCIATION LINK

In addition to these marketing materials, AMCI has created the [Association Link](#), a resource center for associations showcasing the AMCI community's thought leadership and value. On the Association Link, we have:

- [Case Studies](#) contributed by AMCs and their association clients
- [Thought leadership blog posts](#) from AMCI members
- [Downloadable resources](#) for associations from AMCI members

As an AMCI member, you too can submit content to promote your AMC's expertise.

# AMCI EDUCATION

AMCI offers a broad range of **educational opportunities** for its members, including:

## In-Person Events & Networking

AMCI's meetings & events offer valuable opportunities to connect with peers and mentors, and to share best practices.

## Online Professional Advancement & AMC Focused Education

AMC Institute's Professional Advancement program provides online learning experiences designed to develop professional AMC competencies, foster a culture of leadership, and showcase the knowledge and expertise of a highly engaged, solution-oriented team.

## Monthly Virtual Webinars

AMCI webinars are opportunities for members to gain valuable content from the comfort of their home, on the road, or in an office environment.



# AMCI ACCREDITATION

[AMCI Accreditation](#) offers substantial benefits to your company – from supporting your business development efforts to ensuring organizational effectiveness.

## Accreditation advantages:

- Since 2019, 74% of RFPs submitted through AMCI either **required or gave preference** to accredited firms.
- Accreditation **demonstrates** to existing and prospective clients that your AMC can deliver professional services that meet the **highest standards**.
- Only the **highest quality and well-run firms** are accredited.
- Since many of your client associations manage certification and accreditation programs, as an accredited AMC, you're **“walking the talk”** in terms of supporting your client’s approach.
- **Best practices** are documented and woven into your processes **consistently** across all clients.
- Adhering to the accreditation standards **increases** transparency and accountability.



## AMCI RESEARCH

In addition to research geared towards promoting the AMC model, AMCI members have **exclusive access to benchmarking studies, including:**

- The **AMCI Finance & Operations Survey**, a comparison tool to assess the traits and behaviors of the most successful firms and identify opportunities to ready your AMC for a robust future.
- The **AMC Power Index**, a study currently underway, intended to demonstrate the power of the AMC industry to a much broader, external audience, marketing the value proposition of the AMC model and leveraging current data and analytics.

# CONTACT US!

AMCI staff are here to serve our AMC members. Please feel free to reach out to us with your questions and needs!



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