

AMCI Regional Prompt Document

Membership and Dues Exercise

If membership dues disappeared tomorrow for IAEE (<https://www.iaee.com/>), what creative products or partnerships could we launch to keep this association thriving?

What would a membership model look like if it were designed today for Gen Z and Alpha—not for Boomers?

Create member personas for IAEE (<https://www.iaee.com/>) and recommend personalized journeys for each.

Build a recruitment campaign and onboarding for new show organizers joining IAEE.

Build a member retention strategy based on the following information

Event Brainstorming and Competitive Landscape

What are the key differentiators of IAEE's annual conference (<https://www.myexpoexpo.com/>) and other similar events, such as IMEX (<https://imexamerica.com/newfront>) and PCMA Convening Leaders (<https://conveningleaders.org/>). Where could IAEE's Expo! Expo! differentiate more?

Give me a list of recommended sponsors and exhibitors who would be a good fit? Consider endemic sponsor ideas as well.

If our traditional sponsorships disappeared tomorrow, what would you create new, measurable ROI opportunities for our partners?

Instead of one annual gathering, can you offer suggestions for other year-round engagement?

Board & Governance Foresight Reports

Quarterly reports that combine association data + external economic/industry trends to help boards with scenario planning.

- Develop an industry snapshot and update to present to the board of IAEE of key metrics, industry news and other indicators they should consider at their quarterly meeting, influencing the tradeshow industry. Take your time and include sources.
- Summarize this 50-page board packet into a 2-page executive summary. Highlight the top 5 risks, 3 key financial trends, and any necessary decisions.
- Generate “what-if” questions and foresight scenarios for the upcoming board retreat (e.g., impact of economic downturn, impact of tariffs on events, visa issues for foreign attendees and exhibitors).

- Frames discussions, but decisions remain with leadership.
- Create tailored micro-learning content, FAQs, or scenarios for new board members (e.g., “What’s the difference between fiduciary and strategic roles?”). Reduces onboarding burden, keeps training consistent, and engages diverse volunteers.
 - AI supports education, not decision-making.
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Data Segmentation and Insights

<https://app.sparkit.ai/>

File: Survey results with membership

Thematic Insights - Show deeper insights and differences between members and non-members

Financial

Review these expenses by vendor and pull out key highlights to explore deeper

Review this two-year profit and loss statement for insights and considerations in budgeting for next year

Member Support & Member Services

Build the Association AI Concierge’s brand for each association and marketed as member services.

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Other Questions to Consider

As an Association Management Company, and we were presenting an AI-driven foresight dashboard to the <https://www.iaee.com/> board. What metrics should it include? Also recommend prompts and the data.

Give me five prompts to help association presidents explore ‘what if’ scenarios before making big decisions.

Client Risk Radar

What early warning signals should we track that your association clients are at risk—financially, strategically, or competitively?

Policy and Bylaws

Compare existing bylaws to standard nonprofit governance best practices or flag outdated sections (e.g., “in-person quorum” language post-COVID). AI acts as a “first scan,” but human legal/board oversight makes the final call.

- Review these bylaws and highlight language that may be outdated or inconsistent with modern association governance practices

What hidden data do you already hold that could create a new revenue stream for your clients—or for your AMC

Benchmarking-as-a-Service

AMC aggregates anonymized data across its portfolio of clients and uses AI to generate benchmarks (member engagement, events, pricing, revenue per attendee). Could benchmarking actually become the product that keeps associations with the AMC (because leaving means losing access to critical insights)?

Membership Health Index

AMC analyzes member growth, retention, churn, engagement, and dues revenue across all AMC clients compared to similar-sized orgs or sectors.