

What is an Association Management Company (AMC)?

AMCs provide professional services specialized for nonprofit, volunteer and professional associations. Think of an AMC as an extension of your business, association or nonprofit organization. As an AMC, Talley Management Group, Inc. provides associations with a range of services including professional staff, office space, administrative support, technology, equipment, and other services that are essential for an association to function. From sourcing talent to planning special events, handling payroll, translating financial reports and keeping your IT running smoothly, the role of an AMC is to handle your day-to-day operations and manage all of the details you need to grow and prosper.

The AMC model allows all services to be customized to meet specific goals. Whether your nonprofit is in the market for full-service management or specific services like strategic planning, membership development, communications, and more, TMG leverages shared resources across multiple association clients to increase means and capabilities, including membership, marketing, and finance.

What AMCs Manage on Your Behalf:

- Accounting and financial management
- Administrative support
- Board and Committee support
- Certification and accreditation program management
- Communication and marketing support
- Conference, convention and meeting management
- Executive leadership
- Human resources and operations

- Information technology
- Membership management, recruitment, and retention
- Meeting and event planning
- Office headquarters
- Strategic planning
- Program development
- Publication management
- Staffing support at all levels
- Website management

Benefits of Working With An AMC:

- **Freedom** from daily operations and project oversight that allows boards and volunteers to maintain their focus on mission and strategy
- **Scalability** to accommodate organizational growth or contraction over time
- **Integration of innovative strategies and ideas**, stemming from the input and experience AMCs gain from working with multiple industry and professional organizations.
- **Reduced business risks** because an AMC takes on many of the insurance liabilities associated with operating an association
- **Efficiency** derived from leveraging shared resources, including office space, equipment, and technologies
- **Expertise and strategic development** in everything from general association management to marketing and communications, to finance
- **Having an extended team** who understands what needs to be done, and trust that the work will be done well
- **Bargaining power** with vendors and existing relationships

Common Questions

Q. How do you ensure that each client is getting enough attention?

A. At TMG, client teams are put together based on the needs of the client and the abilities of the staff, both in skill set and in time. Each client receives the amount of time needed to ensure all of their goals are achieved according to their timeline. Each executive director manages their team(s), overseeing the work of their staff and always have the client’s needs top of mind. Weekly and sometimes even daily reports depending on the project and time, are reported out, tracking time, deadlines and goals. TMG doesn’t consider itself “the management team of XYZ Association.” We see ourselves as an extension of the association’s team.

Q. Do you have the same plan for every client?

A. TMG prides itself on never approaching any client—large or small—with a “cookie cutter” plan or the mentality that the same plan will work for all organizations. We carefully analyze and review the client, its audiences, its events—everything we need to know to develop a team and outline that best fits the client. We learn from one another by sharing ideas and best practices but often tailor them to fit each particular organization.



Q. How often do teams communicate with their clients?

A. Depending on the organization’s requests, our teams communicate weekly or monthly. Executive directors will have regular calls or communication with the designated organization contact to update them on the progress of the various projects, committee call minutes—anything being handled by TMG and its team. Of course, any member of the team can be contacted at any time should any question arise.

Q. We currently have some staff in place—will they be let go? Can you work together?

A. TMG is not a stranger to welcoming existing association staff members as its extended team. When we are joined by a client partner, we analyze the needs of the association, the staff that is currently in place and the feedback of the organization’s key stakeholders.

Q. We have an international membership base—can you support this?

A. TMG supports associations with both national and international members. We manage international meetings, work with global members and even have experience working with global meetings groups such as Professional Meeting Organisers (PCO).



How to Choose

When choosing an AMC, first consider the team you want to create. These are the people with whom you will be working closely—so not only do they have to be knowledgeable, they have to be team players. For more than 30 years TMG has been building long-standing relationships with our clients because, well, we like each other. When a member calls the association's headquarters, they reach a person—not a recording—each and every time.

We have the ability to help you at any level, and we will always work with our clients to create a structure that fits your needs—not the other way around. When you work with us, you'll work hand-in-hand with a dedicated team to scale and grow your organization based on your mission and goals.

About Talley Management Group

Talley Management Group, Inc. serves as the headquarters for over 26 client partners, providing an experienced executive to work with a customized blend of other AMC staff resources. This includes managing day-to-day operations supporting members and becoming the public face of the organization, all with staff members who are experts in the critical areas of association management and operations that are essential for success. With more than 30 years of experience in a nonprofit environment, TMG lends strategic focus and puts proven practices to work; and, of special importance in this economy, retaining TMG as a partner can lead to enhanced buying power, improved staff efficiency and reduced overhead costs.