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**ASSOCIATION MANAGEMENT COMPANY STATE OF THE INDUSTRY:
2010 YEAR IN REVIEW AND 2011 FORECAST**

78% of AMCs Foresee More Full-Service Clients in 2011

PHILADELPHIA (February 10, 2011) – AMC Institute, the trade association that represents the association management company industry, conducted an end-of-year review asking member Association Management Companies (AMCs) to report on demand for services in 2010, and expected growth forecast for 2011. The results are in: Requests for Proposals (RFPs) for full-service management held steady or grew in 2010 for more than three quarters of responding AMCs, and nearly half of AMCs are hiring. Looking ahead, AMCs project a greater number of full-service and outsourced management clients in 2011.

“As the survey results show, we’re seeing a healthy, growing demand for AMC services at the outset of 2011,” said John Dee, Chief Operating Officer and Chief Financial Officer of Bostrom, and AMC Institute Board President. “Amid growing inquiries and an expanding client base, our takeaway is that the Association Management Company model continues to be an invaluable resource for associations. By design, AMCs deliver customized services, senior leadership and strategic planning for the future, while being mindful of the ROI.”

New Business in 2010: For more than three quarters of responding AMCs, RFPs for full-service management increased or remained steady in 2010: 40% of AMCs reported an increase, while 37% reported about the same rate of inquiries and RFPs. The outlook for outsourced management was also positive: 32% of responding AMCs reported an increase in inquiries and RFPs for project work in 2010, while 30% saw about the same rate. Of the AMCs that saw an increase in demand for outsourced management, the largest growth areas were reported to be meetings/conventions management services (61%), financial management (42%), membership services (32%) and Web services (32%).

Staffing Up in 2010: In 2010, 44% of AMCs hired new staff, up from 33% in 2009. New staff did not include the replacement of existing staff. Among the AMCs that were hiring, 30% reported it was to staff new clients. An additional 27% added staff as a result of increased activities of current clients, compared to 9% in 2009. Forty-two percent added professionals to both serve new clients *and* staff increased activities of current clients, up from 26% in 2009.

Forecast for 2011: As of year-end 2010, 78% percent of AMCs expect their number of full-service clients to grow in 2011. Fifty-two percent anticipate that outsourced management clients would grow in 2011. AMCs also expect existing clients to expand their scope of work, via added programs and services. As of December 2010, 64% of responding AMCs anticipate more services for current clients in 2011, up from 2009 when 44% of AMCs predicted increased services for current clients.

For more information on the many benefits of partnering with an AMC, visit www.AMCInstitute.org.

Note: AMC professionals from 70 different AMCs responded to the survey, representing nearly 40% of the AMC Institute AMC membership.

About Association Management Companies (AMCs)

AMCs are professional service firms that provide leadership in association management and other specialized association services through experienced staff, proven practices and shared resources. Services include executive, administrative and financial management; strategic planning; membership development; public affairs and lobbying; education and professional development; statistical research; meetings management; and marketing and communication services. In the past 20 years, the AMC industry has grown by 150 percent. Based on recent industry surveys, there appear to be at least 500 AMCs worldwide, representing 7,600-plus associations and not-for-profit organizations.

About AMC Institute

A trade association headquartered in Philadelphia, AMC Institute represents the Association Management industry and boasts more than 180 AMC members worldwide. AMC Institute promotes service excellence among Association Management Companies, and strives to raise awareness of a burgeoning AMC industry by establishing its member companies as the recognized and preferred choice for quality association management and professional services. For more information, visit www.AMCInstitute.org.

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