



FOR IMMEDIATE RELEASE

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**AMC INSTITUTE INTRODUCES ONLINE, OUTSOURCED SERVICES RFP TOOL
FOR ASSOCIATION EXECUTIVES AND VOLUNTEER LEADERS**

Go. Click. Connect to Specialized Association Management Services.

PHILADELPHIA (September 27, 2010) – AMC Institute, the trade association representing the Association Management Company (AMC) industry, recently rolled out an online, Outsourced Services Request for Proposal tool at www.AMCInstitute.org. The new RFP function allows association executives and volunteer leaders to request specialized management support services – strategic planning and leadership development, meetings, membership development, marketing and communications, financial management, and more – on a recurring or one-time project basis, soliciting proposals from more than 160 qualified AMCs at the click of a button.

AMC Institute has been connecting associations and AMCs online since 2004. To date, the Institute has successfully matched more than 200 associations with AMCs for full-service management or consulting work, via its website. The addition of a specific Outsourced Services RFP tool speaks to the growing market demand for customized management services.

“In the tight economy, associations and non-profit organizations are increasingly turning to AMCs to improve results and enhance operational resources and flexibility,” said John Dee, Chief Operating Officer and Chief Financial Officer of Bostrom, and AMC Institute Board President. “In the past 12 to 18 months in particular, we’ve seen a significant increase in project-based work. The timely launch of AMC Institute’s online Outsourced Services RFP tool addresses that growth area, and makes the AMC model all the more accessible to association leaders.”

RFP Rundown

Structured similarly to AMC Institute’s existing online RFP tool geared toward full-service management, the new Outsourced Services RFP process provides step-by-step instructions to guide association leaders through a four-part application. First, users are asked to indicate requested services from the following menu:

Advisory Services – consulting, leadership development, strategic planning, etc.

Financial Management

Certification/ Accreditation Management
Conferences/ Meetings Management
Government Relations
International Expansion
Marketing/ Communications
Membership/ Database Services
Order Fulfillment
Public Relations
Survey Services - needs assessment, salary survey, etc.
Web Site Development and/or Management

Step two asks for background information and an organizational overview, while step three hones in on selection criteria, including specific industry expertise and credentialing. And in step four, associations are prompted to upload their own RFP, where they have the chance to elaborate on specific service requirements and expectations, their evaluation process and any budgetary parameters. To maximize results, AMC Institute offers guidelines for crafting an effective RFP, as well as sample RFPs.

Association leaders can solicit proposals from the full AMC Institute membership, spanning more than 160 qualified AMCs, or narrow their search by management specialization, geographic location, size, Accreditation status, or client type. Recipient AMCs can also be hand-selected using AMC Institute's Online Member Directory.

AMCs: Your Outsource Resource

Association Management Companies (AMCs) specialize in managing associations, professional societies and non-profit organizations, providing senior leadership, staff specialization and targeted solutions to help associations maximize resources and stay competitive. By design, the AMC model provides scalable services and shared resources.

An outsourced management approach engages AMC specialists on an as-needed basis to work as an extension of staff. Producing an annual report to keep donors connected to your organization's work? Contract for an AMC communication professional's time. Planning a trade show? Engage an expert AMC meeting planner. Looking to build up membership and programming? Bring an AMC membership specialist on board. Clients contract for the hours AMC staff put against specific tasks, thereby benefiting from customized, professional expertise without the costs of hiring full-time staff.

In addition to outsourced management, many AMCs serve as an organization's headquarters, providing experienced executives to manage day-to-day operations and serve as the public face of the organization.

For more on the AMC model and outsourced management, and to access the new Outsourced RFP tool, go to www.AMCInstitute.org and advance to the “Association and Nonprofit Board Members and Staff” platform.

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+ associations and non-profit organizations.

About AMC Institute

A trade association headquartered in Philadelphia, AMC Institute represents the association management company industry and boasts more than 160 AMC members throughout the U.S., Canada, Europe and Asia, representing more than 1,500 associations and non-profit organizations. 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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