

INTERACTIVE MANAGEMENT, INC.

Professional Association Management



Let us show you what we can do for your association

Interactive Management Incorporated's (IMI) mission is to provide a full range of association management services to fit the specific needs of individual clients through centralized executive services facilities and staff



Who We Are

Interactive Management Inc. (IMI) is a full-service association management company, providing professional association management services to organizations of all sizes. Each one of IMI's clients is provided with an office headquarters, office equipment and a professional staff.

The IMI staff delivers reliable expertise in all aspects of association management to clients across the nation. Since 2002, IMI is among a select few association management companies that upholds the strongest commitment, highest quality and best results through AMC Institute accreditation.

The AMC Advantage:

- AMCs provide depth and continuity
- AMCs provide a wealth of association management experience because they manage more than one association, their experience and knowledge base are broad and substantial
- AMCs remove all the HR concerns for association boards
- AMCs maintain a strategic focus
- AMCs assess staffing needs
- AMCs enhance your buying power
- AMCs reduce overhead costs



Why Association Management?

An association management company is a firm of skilled professionals whose goal is to provide management expertise and specialized administrative services to trade associations and professional societies in an efficient, cost-effective manner. As more and more volunteer organizations vie for the less and less available volunteer time, the need for effective professional management becomes increasingly critical.

What Can IMI Do For You?

IMI provides improved services to clients by:

- Centralized administrative facilities and staff shared by other associations.
- Effective office operations utilizing the state-of-the-art equipment emphasizing communication—the life blood of associations
- Meeting seasonal manpower demands without excess costs.
- Handling all association needs, no matter how small, with professional, highly trained, association management personnel. Their varied Areas of expertise are pooled to meet the specific needs of each client.

There is no substitute for expertise gained through years of hands-on experience. With twenty years of experience, we know what we're doing. We can put that expertise to work for your association to assure a smooth working organization that benefits every member of your association. We are equipped to take care of all the details that make a difference and keep your members pleased with the results that allows them to continue to set new goals.

IMI Facts:

- IMI has serviced 40% of its clients for more than 10 years.
- 46% of IMI clients have a national organization which holds its own annual conference/tradeshow.
- IMI has planned events throughout North America, covering two Canadian Provinces and more than 60% of the US.
- The IMI team collectively manages sponsorship programs that bring in more than \$385,000 annually.
- The IMI team collectively manages over 100 events a year that provide industry education for more than 4,000 people worldwide.
- The IMI team has relationships with over 400 industry-specific vendors worldwide.
- 60% of IMI clients participate in industry certification training programs.
- 13% of IMI clients have created and manage their own industry certification programs.
- The IMI team collectively attends more than 130 board meetings per year.

Services Provided by IMI

Financial Management



IMI works to ensure long term fiscal health for the organization.

- Managing daily accounts payable and accounts receivable functions
- Logging and making bank deposits
- Preparing monthly, customized financial statements
- Implementing investment management strategies
- Preparing annual budgets
- Maintaining all financial records
- IRS filings
- Asset reconciliation and management
- Fundraising program implementation and management

Membership Management

IMI has expertise in developing strategies for membership recruitment and retention.

- Membership publications
- Educational/certification programs
- Member benefit packages/insurance
- Association library
- New chapter development
- Advise board of directors, officers and committees
 - Strategic Planning
 - Bylaws
 - Goals and objectives
 - Administrative management/ support
 - Leadership development programs offered to volunteers
- Constructing, distributing and analyzing membership satisfaction/vision surveys
- Managing membership databases

Membership Database

IMI staff is experienced with many methods of database management including: YourMembership, Wild Apricot, and Member Clicks software. Staff works to ensure that member records are kept current allowing members and non-members to be easily identifiable.

Website Design and Management

IMI staff has extensive experience in the development and maintenance of websites and web platform-based systems for our clients and their members. We will work closely with your committees to ensure that websites include user-friendly navigation and that content is regularly updated to suit the needs of members.

Marketing and Membership Communication

An association's "brand" is one of its greatest assets. IMI has the talent and expertise to guarantee that we achieve the marketing and communication goals to succeed in this competitive and ever-changing landscape.

- Marketing planning and strategy
- Advertising sales
- Convention/Event marketing
- New market research
- Public Relations
- Membership publications
- In-house publishing and graphic design
- Media relations
- Web publishing, development and updating
- Membership recruitment and retention
- Copywriting
- Promotional products
- Social Media
- Constructing surveys to assess audience perception/ needs

Meeting Management



IMI has extensive experience in planning meetings, conventions and tradeshows, planning over 100 events annually. We understand facility needs for events of every size and have established relationships with venue sales representatives throughout the United States. We work closely with hotels and caterers to ensure the success of association events so that volunteers can focus on the program rather than the logistics. IMI submits Request for Proposals (RFPs), negotiating favorable contracts with selected venues, determines room block requirements, food/beverage needs as well as audio visual needs keeping in mind the allocated budget. We have established relationships with decorators to ensure the success of tradeshows.

Board/Volunteer Management

IMI staff is experienced in working and communicating with people in all trades and professions. We work as a team with leadership and committee chairs to reach their goals and objectives. IMI is devoted to responding to the needs of volunteer leaders and members within 24 hours. Staff understands how to work with and motivate volunteers to stay on track with time management and deadlines and regularly attends leadership seminars and training sessions on board management.

Strategic Planning & Long Term Vision



IMI is experienced in developing strategic and long range planning; vision and mission statements and leadership training. We know that members of associations are looking for leadership opportunities and we have proven programs to assist the member in their endeavors. IMI employees are constantly updating their leadership skills. We believe that involvement in a professional organization develops leadership skills and provides opportunities for peer interaction.

Government/Community Involvement

For many associations, advocating on behalf of members to governmental audiences is a key element of their mission.

IMI can offer:

- Monitoring of city and county issues/agencies

- State issues/agencies
- Federal issues/agencies
- Bills at the State Legislature
- Bills in Congress
- Professional lobbying
- Direct Political Action Campaign

Staff Training & Education

IMI staff meets regularly as a team to discuss latest technology and association challenges/solutions. Each staff member shares activities, programs, marketing materials, and ideas that currently work for their associations. Knowledge sharing has enabled IMI to bring new ideas to the table for its associations that may have never been considered before. IMI staff attends seminars and training workshops related to association management that allows us to keep up with latest technology trends.

Facilities & Storage

- Located in North Denver, between Denver and Boulder
- Large conference room available for meetings
- On-site and off-site storage
- State-of-the-art office equipment

Senior Management

Gary E. Leeper, President and CEO

Gary performs executive and administrative functions for Interactive Management, Inc. in addition to managing several client associations. Gary has served as Vice President and CEO of Interactive Management since June 1990. He is a graduate of Mesa College (Colorado) and has a BA in Criminal Justice and an Associate Degree in Political Science. Gary is also a graduate of the U.S. Chamber of Commerce Institute for Association Management (University of Oklahoma). Gary conducts strategic planning sessions and board orientation sessions for IMI clients. The strategic planning process he has developed for small associations has proven to be an invaluable solution for associations with limited resources. He is insistent that a plan be developed to assist the busy volunteer in achieving their goals with minimum effort. Gary is proficient in all areas of association management. He has developed specific programs for clients regarding membership recruitment, membership retention, member benefits, marketing, public relations, educational and social programs, as well as civic involvement. As changes take place in our society, government, professions and industry, changes must also occur in associations. Gary is skilled in identifying internal and external influencing factors and relating them to the association strategic plan. Gary believes in training and mentoring of all IMI employees and is always available to assist everyone at IMI and their clients.

RFP Submittal Process

IMI offers competitive and affordable association management services. We understand association demands and will work with you to develop a Scope of Services that meet your expectations and budgeting needs. Please submit your Request for Proposal (RFP) for association management services on our website at www.imigroup.org. IMI will treat all information as confidential and will not release any information without expressed permission. Whether you require full-scale association management services or a single service to accomplish your goals, IMI's services can be custom-tailored to fit your unique organization. In thoroughly assessing the needs of your organization, it may be necessary for us to request additional time in preparing your proposal or contact you for additional information prior to the proposal due date. Rest assured, our proposal to you will reflect our know-how and experience in effectively managing projects of all sizes from event planning to the smallest detail of strategy implementation. We thank you for the opportunity to serve your organization. Should you need assistance with your RFP submittal, please contact:

Interactive Management, Inc. - Gary Leeper, Vice President and CEO

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