

# **IM** 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.

## 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/tradeshaw.
- 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.

## 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.

## 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.

### 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

## What Can IMI Do For You?

IMI provides improved services to clients through:

- Centralized administrative facilities and staff shared by other associations.
- Effective office operations utilizing 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 over 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.

# Services Provided by IMI

## Financial Management

IMI works to ensure long term fiscal health for the organization through managing daily accounts payable and receivable functions, logging and making bank deposits, preparing monthly financial statements, implementing investment management strategies, preparing annual budgets, maintaining financial records, asset management and reconciliation and fundraising implementation.

## 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. IMI is versed in creating and implementing marketing strategies, copywriting, media relations. We also understand how important membership engagement is and conducting surveys for feedback to be utilized for further development.

## Government/Community Involvement

For many associations, advocating on behalf of members to governmental audiences is a key element of their mission. IMI can offer professional lobbying, monitoring of city and county issues and agencies as well as bills to State Legislature.

## 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.

## 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.

## Meeting Management

IMI has extensive experience in planning meetings, conventions and tradeshow, 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 tradeshow.

## 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.

## 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.

## Membership Management

We have expertise in developing strategies for membership recruitment and retention. Whether it be membership communications, continuing education or hosting a membership directory, we have the experience to successfully guide the organization. IMI staff is experienced with many methods of database management systems. Staff works to ensure that member records are kept current allowing members and non-members to be easily identifiable.

# Client Testimonials

“As the current president of the RMGCSA and a member of the board the previous 4 years I have had the pleasure of working closely with the staff of IMI in many facets. They have provided us with a team that is positive, responsive and attentive to the needs of our organization. With close to 700 members nationwide we have the need to provide our members with up to date information on current events and a schedule of meetings that begin in the spring of each year and continue until the snow flies and we count on IMI to keep our members informed and updated on the happenings of our organization. They provide guidance, budget analysis and supervision over all of our events including board meetings, monthly educational seminars and golf outings. I know if any of our members have a question or concern we can count on the dedicated staff at IMI to help in any way possible.” - Dan Hawkins, Past President, Rocky Mountain Golf Course Superintendents Association (RMGCSA)

“As a business owner, I understand the role staff plays in the success of an organization and more importantly, the customer service you’ll receive over time. I also know that finding a company with the right talents and mindset is essential for building a successful team, especially when you’re looking for an outsourced partner. For these reasons, and a few others, I highly recommend IMI Group.” - Jane Dvorak, APR, Fellow PRSA, Past President, PRSA Colorado Chapter

“Working with the IMI Group is one of the smartest decisions our Association has ever made. They are extremely professional and well organized, they keep our Association on track and on top of things. They take a lot of responsibility off of the Board and member volunteers through the contacts he has with hotels and other businesses in Denver and Colorado. They do a great job of organizing all of our meetings, keeping our membership informed, and helping to manage the financial side of the Association as well. It is very enjoyable to work with the IMI Group, they are always accessible and willing to help with all of our questions and needs. I would strongly recommend using IMI Group to any association or organization who is in need of the services they provide.” - Mike Dodge, Past President, Rocky Mountain Agribusiness Association (RMAA)

“IMI Group is essential in directing and educating new officers, producing accurate and timely financial reports as well as building membership and taking the lead to implement new educational opportunities. IMI has the knowledge of nonprofit/volunteer organizations to move them forward, ISA Rocky Mountain Chapter is a stronger organization due to their guidance over the past three years.” - Gil Mitchell, Treasurer, ISA Rocky Mountain Chapter

## 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 meets your expectations and budgeting needs. Please submit your Request for Proposal (RFP) for association management services on our website at [www.imigroup.org](http://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:

Gary Leeper, CEO  
12110 North Pecos St., Suite 220, Westminster, CO 80234  
P: 303-433-4446 | [gary@imigroup.org](mailto:gary@imigroup.org)