



meeting  
expectations®

ADVANCING YOUR STORY

AN ETHERIO COMPANY



We partner with associations with a mission to enhance their profession and support professionals. Meeting Expectations delivers results-driven strategies, services, and programs designed to grow your community, increase your revenue, build your brand, and advance your story.



[meetingexpectations.com](https://meetingexpectations.com)

## OUR SERVICES AT A GLANCE:

Whether you're a national association, regional chapter, certification organization, or technology user group, you can trust us to deliver on your mission.

What makes us different is our innovation-led approach to challenges and opportunities that builds more value for your association and increases your ability to to enrich careers and propel your industry.

As a full-service association management company, we can provide the leadership, governance, operations, services, and programs that enhance your market position and take you where you want to go.

Led by a seasoned executive director, we develop a comprehensive strategy to improve your current state and lay the groundwork for the future. We work closely with the board of directors to shape your vision, mission, and unique value proposition; and manage day-to-day operations to improve the bottom line.

## THE MANY WAYS WE BUILD THRIVING ASSOCIATIONS:

### LEADERSHIP & GOVERNANCE

We provide the ideal executive director and support staff with the experience and skills needed to meet the challenges of today and capitalize on the opportunities of tomorrow. They ensure the proper governance structure is in place, communicated and enforced to set direction and engage stakeholders in the course ahead.

### MEMBERSHIP MANAGEMENT

We go beyond providing excellent service to deliver higher member satisfaction. We also apply innovative approaches to attract new members and heighten member engagement. This results in increased membership revenue and the kind of member loyalty and authentic advocacy that money cannot buy.

### ASSOCIATION MEETINGS

Our full-service event management division is second to none in planning and executing thousands of meetings. We bring their three decades of expertise to the table to design and conduct successful association meetings that move your industry forward.

### SPONSORSHIP SALES

We develop an innovative monetization strategy that reaches across digital, live events and media channels. Expect a value-based and ROI-driven sponsorship program that gains the attention and garners the support of corporations and organizations that align with your mission.

### OPERATIONS

Our office serves as the headquarters of your association – providing a central point of daily operations with all the necessary infrastructure in place from day one. Our staffing model combines a dedicated team plus access to our expansive staff across many disciplines – if and as you need them.

### PROFESSIONAL DEVELOPMENT

Whether it's education, services, certifications, networking events, or something else you're looking to create, we make sure it's the best it can be. We do the research and gather the insight in order to define, develop and deploy high-caliber, strategic programs that benefit both your members and your industry at large.

### MARKETING COMMUNICATIONS & MEDIA

Our team of award-winning strategists and creative talent develop compelling, multi-channel marketing communications, campaigns and media properties that keep your community informed and engaged, recruit new members and promote your association.

### TECHNOLOGY

We provide the infrastructure and support systems that enable your organization to manage the member relationship effectively and conduct day-to-day operations efficiently. Expect us to recommend and implement solutions that deliver strategic value and a high return on investment.

### ACCOUNTING & FINANCE

We manage all financial needs according to GAAP standards and make it easy for every director on the board to meet their fiduciary responsibility. In fact, we developed a comprehensive set of proprietary financial reports for busy executives and those without accounting backgrounds for ease and efficiency.

For small and emerging associations, we offer Essential Services, right-sized solutions so you can maintain your strategic focus.