



ASSOCIATION MANAGEMENT SOLUTIONS
"POWERED BY INTELLITRAIN"

**5 KEY QUESTIONS EVERY VOLUNTEER-DRIVEN MEMBERSHIP-BASED
ORGANISATION SHOULD ASK ITSELF**

1. Are you searching for ways to deliver more and better services to your members without over-stretching your resources?
2. Are you facing a gulf between the exciting ideas your volunteer Council/Committees generate and the effective execution of those ideas?
3. Are you concerned about a continuity of vision and objectives for your association despite changeovers in volunteers and staff?
4. Are you constantly trying to find and retain the "right" people to bring your organisation to the next level?
5. Would you like a reliable and professional partner to help consistently manage and improve your association operations, membership services, networking events or training programmes without adding significantly to your overheads?

If you've answered YES to any of the above, then Intellitrain can help you.

Please read on.

Intellitrain Pte Ltd is a member of the AMC Institute and abides by its Code of Ethics & Professional Practice.



Intellitrain is a proud supporter of the "Associations Make a Better World" campaign which seeks to promote understanding of the association model as a significant contributor to societies and economies worldwide.



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What Intellitrain Offers?

Time volunteered by association leaders and volunteers is a precious commodity. Our innovative **Intellitrain Association Management Solutions** free you to focus on what you do best - whether furthering the cause of your association in society or providing quality regulatory and/or representational services to your members. In partnership with you, we help leverage and maximise the time and efforts of your volunteer Council, Committee Members and full time secretariat staff. By matching your relevant subject-matter or industry knowledge and expertise with our solutions, you deliver results and services that stay aligned to the changing needs of your stakeholders (regulators, employees, members or publics).

Enjoy our scaleable services that meet your current requirements, yet grow with your organisation's needs. You choose whether to outsource only specific tasks ("out-tasking"), part of your overall functions and activities ("selective outsourcing") or all of them ("comprehensive outsourcing"). Whatever makes the most sense for you at the time. With our services, you do not grapple with administrative tasks and logistical challenges, leaving you to focus your energies on vision, policy, strategy and leadership.

Best of all, we ensure your association's individual identity, including the use of association-specific letterheads, business cards, web sites and dedicated phone lines. External audiences that contact our association clients rarely are aware that they are being managed by an external professional company.

What is an AMC?

"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... Based on the concept of shared resources, an association management company provides volunteer organizations with the expertise they need when they need it."

-- The International Association of Association Management Companies.

Why an AMC?

Efficiency. Expertise. Experience.

These three E's are what the American Society of Association Executives (ASAE) AMC Council, the premier organization for association professionals, have found to be the critical operating principles of any professional AMC.

Why Intellitrain?

1. As the *first Singapore-incorporated member of the International Association of Association Management Companies*, we abide by a Code of Ethics & Professional Practice that ensures the highest standards of professionalism and quality of service for each of our association clients. As *one of Singapore's pioneer Association Management Companies* providing outsourced services exclusively to professional bodies, business and trade associations or not-for profit organizations, Intellitrain combines a visionary business model with depth and breadth of experience and expertise in providing association management and development services.
2. Our management team comprises professionals who bring a combined *25 years of experience* and passion working within and with professional bodies, business/trade associations, voluntary welfare organisations and other non-for-profit organisations. We *understand first-hand* the challenges of managing an organisation that relies heavily upon the goodwill and resources of volunteers and the critical role that the secretariat plays in the success of any association.
3. Aside from our people, we deploy software solutions and workflow processes specifically designed to meet the needs of membership-based organisations like yours, including our proprietary membership management and event management systems.
4. We are a more cost-effective solution for you than employing full-time "captive" staff because you gain access to the specialised skills of our Association Management team in strategic management, project and event planning and management, communications, membership management, IT services and finance. Why hire one person when you can benefit from the expertise and experience of our entire team for the same price or less?
5. We Put You First. Intellitrain is motivated to help you succeed because your success is our success!

We manage associations like businesses because successful programmes and efficient operations which benefit our clients, their volunteers and their members, ultimately benefit us.



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Our Key Service Areas

Our services span the entire life-cycle of your organisation starting from conceptualization, including:

1. Association Start-up
2. Association Headquarters, Professional Secretariat Support & General Administration
3. Conference, Events and Meeting Management
4. Membership & Communication
5. Technology Solutions
6. Training & Education /Continuing Professional Development

Association Start-up Services

1. Planning and strategic advice
2. Drafting of constitutional documents
3. Coordination of founder members and office bearers
4. Registration and compliance with requirements of Registry of Societies
5. Drafting of membership forms, standard operating procedures and other documents
6. Web-hosting and email services
7. Website design and development

Association Headquarters, Professional Secretariat Support & General Administration Services

1. *Association Headquarters* – Intellitrain provides a consistent and professional headquarters office at our prominent business address in the heart of Raffles Place. This preserves your association's identity and meets your operational requirements cost-effectively.
2. *Telephone services* – We establish a dedicated telephone line for your association and professionally field all enquiries in the name of your association.
3. *Centralised administration* – We maintain all your secretariat and administration functions professionally in one location, including fielding of calls, emails, faxes and general correspondences, as well as membership registers and file records management, safe-keeping of association documents.
4. *Board, committee and member meetings* – We provide secretariat support services including arranging meeting venues, giving of notices, preparing and circulating meeting agendas, attending meetings and following up on action items. We also offer our clients the use of our fully-equipped board/training/meeting room for their smaller events.
5. *Policies and procedures* – We assist with preparation and updating of association standard operating procedures, policies and manuals to ensure all management and administrative responsibilities are appropriately handled.
6. *IT support* – We assist in identifying your technology needs and providing the tools you need to run your organisation efficiently.
7. *Financial management* – We work with qualified professionals to provide full financial services including bookkeeping and accounting, financial reporting, management accounting & reporting and arrangements for independent audits.

Conference, Events and Meeting Management

We help conceptualise, plan and implement events that inform, entertain and provide business opportunities for members and membership growth for associations. These may be one-off or regular events, including conferences, talks, exhibitions, membership or volunteer recruitment drives, fund-raising projects, product/service launches.

Our services include:

1. Programme design & development



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2. Speaker management
3. Budget development & control
4. Pre-event, event & post event management
5. Delegate/participant registration
6. Sponsor & exhibitor prospect development, and negotiation management
7. Event communications, marketing & promotions
8. Social programme arrangement & management
9. Travel, transportation & accommodation arrangement

Membership Services

Membership is the lifeblood of associations. Intellitrain works to understand what motivates members to join and remain members of an organisation, as well as what barriers prevent others from joining. With this understanding, we develop and implement membership programmes tailored specifically to meet your needs. We efficiently support the following membership services:

1. Membership & volunteer database management - including creating, maintaining, updating of membership & volunteer databases, tracking of membership and volunteer trends.
2. Dues and renewals management – monitoring of membership expiry dates and renewals management, sending dues notices, reporting on membership renewals and dues collection
3. Members' only portals on client websites
4. Offline and online membership applications and renewals
5. Online membership directory services
6. General membership support, including enquiries from potential and existing members

Communications Services

Your members expect regular, timely and relevant communication on critical association and industry issues. We can help you put in place a quality communications programme that fosters a sense of belonging among your membership, lends your association its unique identity and serves as your association's voice-piece in influencing professional, legislative and regulatory affairs. Our membership communication services include:

1. Managing fax and / or email broadcasts to your membership
2. Coordinating direct mailers to your membership
3. Designing, editing and disseminating your own newsletters or e-newsletters (content to be provided by Client, unless otherwise agreed)
4. Creating and maintaining your own website with regular content updates (content to be provided by Client, unless otherwise agreed)

Technology Solutions

1. Web hosting and e-mail services
2. Website design, development, updates and maintenance
3. Mass-mailing and personalized emailing services
4. Membership & Events Management System(s)
5. Video-streaming services

Training & Education/Continuing Professional Development Services

Professional development ranks as one of the key reasons for joining associations. Successful professional development programmes carry key benefits for associations: they provide valuable learning and networking opportunities for members, showcasing the association's accomplishments, introducing potential new members to the



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organisation and revenue generation. With a team that has organised and managed almost 300 events in the last 5 years, Intellitrain brings a wealth of experience and expertise including in the following areas:

Training Secretariat Services

1. Policy, planning, development and organisation with your Education Committee of an agreed number of training programmes (including seminars, lectures, conferences, workshops, forums and talks) per year
2. Coordination with your Council and relevant Committees in the conceptualisation of such training programmes
3. Standard pre-event, event and post-event management services for the implementation of such training programmes
4. Periodic performance review reports
5. Drafting of training event blurbs for your eblasts, newsletters/e-newsletters and website
6. Negotiations with other professional bodies and training providers in respect of collaborative training programmes or events

Training Content Design, Development & Delivery

Intellitrain also works closely with experts in Training Content Design, Development & Delivery including:

1. Programme design & development (by event or overall curriculum)
2. Programme delivery (onsite, offsite, e-learning or blended approach)
3. Conversion of classroom content to e-learning
4. Content localisation or customisation
5. Content-vendor management

Strategic Training Services

We also offer the assistance of our team and other expert consultants from various professional services and training backgrounds who are able to consult and advise on:

1. Policy, planning and development of continuing education and training curriculum and annual calendar
2. Consultation services, research and advice on continuing education and training /professional development for relevant industry or profession
3. Needs analysis
4. Management of strategic projects
5. Measurement, analysis & reporting including training records management and reports
6. Delivery of strategic programmes and interventions, including executive coaching for individuals and groups

So, why reinvent the wheel?

By outsourcing to Intellitrain, you gain:

- A clearer strategic focus
- The freedom to focus on your core competences
- Reassurance/Confidence that you are in the hands of professionals
- Scaleable solutions that grow with your organisation
- Reduction in costly investments in infrastructure and technology
- Reduction in operating costs

Let us share with you our expertise and resources in professional secretariat management, administration and support services, our investments in infrastructure and technology and our strategic partnerships.

Contact us at customerservice@intellitrain.biz or +65-62278097 for a no-obligation proposal now!