



Institute of Association Management

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The IofAM and the UK association management market

What is the IofAM and why does it matter for you?

The IofAM's members, associates and affiliates comprise some 4000 key players in the association management sector. Our database is comprised of chief executives and senior directors from hundreds of associations throughout the UK and Europe who manage substantial budgets and make major purchasing decisions, influencing the communications, events, office services, products and IT buying decisions within their associations. These senior figures have a critical influence not only on their own associations but on their hundreds of member associations as well.

BUT the true market potential of the IofAM really lies in the even more wide-reaching buying power of each member association's members – thousands of other associations, trade groups, individuals and partnerships. When you reach the IofAM's members, you reach their memberships as well - an enormous market which is set to keep expanding even in today's uncertain climate.

How can we help you reach this key market of thousands of association professionals?

A focused marketing campaign targeting the IofAM's committed audience will encourage high numbers of influential association management professionals to attend the popular events planned in the 2009 / 2010 IofAM events calendar.

We are confident that we will receive an extremely positive response from our database of committed professionals keen to do business with each other and to reach out in new ways to their memberships and other partners.

As part of our intent to maximise the power of this database we would be happy to analyse this valuable list with you in order to identify those niche groups which have the greatest potential to do business with you, providing a channel through which you will be able to validate the key players within this core market.

About the market

Today there are over 8,000 associations in the UK, including membership organisations, interest groups, trade associations, institutes, and societies⁽¹⁾ - a substantial market looking to buy products and services facilitating communications with each other, their members and their sectors.

The global buying power of associations is on the increase. The US market is well established over the past 20 years but growth is sharper in the newer European market which has seen unprecedented expansion over the last 5 years. ⁽²⁾ More than 50% of all international association business now occurs in Europe ⁽³⁾ and at the end of 2005, European associations reported sustained performance and better attended events – a trend likely to continue. ⁽⁴⁾

The Institute's market penetration is improving and growth trends point to access to a significant market share over the next 3-5 years.

The IofAM is the pre eminent industry body representing UK associations. Our database of members and stakeholders comprises over 4000 senior association managers based throughout the UK and involved in all sectors of industry, manufacturing, and services.

For receive further details and to discuss sponsorship opportunities available, please contact:

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sources

- (1) CBI
- (2) ASAE: American Society of Association Executives
- (3) Pat Durocher, IMEX Global Data Exchange: January 2006 *Conference Business is Big Business – No Surprise*
- (4) IMEX Global Data Exchange: September 2005 *IMEX survey of Association meetings*