



SERVICE CATALOG





Each client has a customized scope of work. The following is a general overview of our core offering.

MEETINGS & EVENT PLANNING

Whether virtual or in person, events bring your organization to life. After all, it is connection - a meeting of minds and hearts - that truly defines membership organizations. Events can serve several purposes, from member engagement to revenue generation. TMG is here to help you map your event goals and carry them through to the day of the event and beyond. Let our experienced event staff take your meeting from A to Z. Whether we end up on Zoom or in Zimbabwe, we can get you there.

- Event strategy and planning
- Site selection
- Digital platform selection
- Contract negotiation
- Registration
- Event marketing
- Speaker management
- Sponsorship and non-dues revenue generation
- Food and beverage selection
- Audio/visual support
- Stage management, including speech writing
- Onsite materials: programs, signage, banners
- Onsite support
- Post-event surveys and data collection

MARKETING & COMMUNICATIONS

Is your organization top of mind to members and not-yet-members? Are you delivering the right message to the right people? Does your brand cut through the clutter and deliver on its promise? In the ever-changing media and marketing landscape, it's difficult for busy organization leaders to keep up and deliver in the crucial areas of marketing and promotion. Let TMG deliver you an integrated marketing and communication plan that grows membership, advocates for your industry, and/or generates non-dues revenue. We can help with:

- Marketing strategy and planning for organizations
- Strategic messaging and positioning
- Brand strategy and design
- Content marketing
- Social media marketing
- Event marketing and promotion
- Video marketing
- Website design and management
- Magazines and publications
- Public relations and issues management
- Direct mail marketing
- SEO services
- Paid search marketing

MEMBERSHIP DEVELOPMENT, ENGAGEMENT & OUTREACH

Outreach serves as the foundation for member engagement and organization growth - it's the key cog of your organization's wheel. Our team works with your leadership to help grow membership, increase participation, and communicate regularly with members to hone programming that meets their individual needs. We can help:

- Develop a strategy to communicate the value proposition
- Activate and engage key stakeholders (Board Members) in the referral process to communicate value to industry prospects
- Connect and motivate member referrals
- Communicate best standard practices

INDUSTRY BENCHMARKING AND DATA REPORTING

We've seen the value firsthand in providing organization members with powerful insights, forecasts, and benchmarks. Our trained staff will collect and aggregate industry information into reports that help members benchmark their own operations against the industry as a whole. We can help:

- Identify key metrics
- Collect, aggregate, and analyze industry trends
- Produce reports to key stakeholders
- Research and identify key markers for industry standards

FINANCIAL MANAGEMENT & ADMINISTRATIVE SERVICES

Our experienced staff can take expert care of your books. As an accredited organization management firm, we understand the nuances of your organization. Our professional and courteous staff, trained in association management, are available at headquarters to provide a range of general administrative services. We can help with:

- Financial reporting
- Dues management and invoicing
- Vendor management
- Accounts payable and receivable
- Cash management
- Serving as organization mailing and provide email addresses to executive director
- Providing a receptionist, office space, and office equipment such as photocopiers, faxes, etc.
- Establishing a dedicated phone line answered by a professional receptionist during normal business hours (EST)
- Arranging complimentary use of conference rooms during normal business hours for members, based on availability



INDUSTRY AFFAIRS

Legislation, codes, and regulation can pose a serious threat to your industry by imposing manufacturing, environmental, safety, or product performance standards on your industry's products without strategic industry-related knowledge. TMG excels in helping associations address these potential challenges with our Industry Affairs experts. We help with:

- Giving your association a competitive edge by optimizing technology and operations specifically for company-based membership workflows.
- Developing strategies for engaging deeply within member companies, from the C-suite to the frontline, and facilitating industry data that drives member and industry competitiveness.
- Assisting with developing and implementing technical and production programming, we create content that trains and retains employees while educating and mobilizing members around key issues affecting your industry.

SPONSOR PROCUREMENT

Sponsorships are essential for generating non-dues revenue, a source of income that many organizations can't live without. Sponsorship opportunities provide members with content and education on the latest products and services in their industry, as well as connect members with suppliers who can offer these services. Whether you already have a robust sponsorship program, or you are looking to start one, we are experts in sponsor procurement. We can help:

- Design or refine your overall sponsorship strategy
- Create sponsorship packages and supplemental materials that will maximize value for the sponsor, members, and the organization
- Identify and solicit sponsors
- Manage execution of deliverables throughout the term of the sponsorship
- Monitor and measure the success of the program





OPERATIONAL LEADERSHIP

We work with organizations that have executive leadership on staff, as well as ones where we serve as the entire paid staff. We guide daily operations and function as a point of contact for your Board, press, and other key stakeholders. We manage your organization's day-to-day requirements, support operations, and account management. We can help with:

- Committee and board administration
- Governance and bylaws
- Activating and leveraging volunteer engagement
- Serving as the public face of the organization
- Overseeing the execution of programs and procedures

STRATEGIC PLANNING

Is your organization at an impasse or are you struggling to move forward? Alternatively, are you moving too fast? Maybe your success is unprecedented and you're struggling to keep up. The Markens Group can help in both cases, applying our management savvy and fresh perspective to get you on the right path. We offer strategic consulting services in a variety of settings. We can help with:

- Expert facilitation, profit and planning services to guide your organization from entrepreneurially driven, to professionally managed
- Strategic planning to address long-term issues using SMART (specific, measurable, achievable, relevant, and time-limited) gap closure initiatives
- Marketing and communications planning to create a customized strategy that aligns with desired outcomes such as brand awareness, audience engagement, and member retention and recruitment
- Coaching and workshop facilitation to motivate, train, and develop key stakeholders in areas of management, marketing, communications, finance, event planning, and benchmarking
- Benchmark reporting to identify where you are and where you've been in order to guide future goals and performance

WHY WE DO IT

When we started The Markens Group, Inc. (TMG) in 1988, we agreed to live by two basic principles: we would only do it as long as it was “fun,” and we would resolve any dispute or disagreement by answering, “What’s fair?”

AFTER 35 YEARS, WE STILL BELIEVE THIS TO BE TRUE.

For over three decades, TMG has steadily worked to build community by providing outsourced professional services focused on mutuality, common interest, and collective gain. Working with organizations that foster community and improve society, we continuously progress and work smarter through curiosity, adaptability, and flexibility. We’ve accomplished a tremendous amount throughout our tenure, now serving over a dozen diverse clients as an accredited AMC and a Fortune Magazine-certified Great Place to Work. We take great pride in our company culture because we believe that “our people are your people,” and that is the way we can best serve our clients and community. We’re grateful for the journey that has led us here and for the opportunity to learn, grow, and offer our talents.



WHAT DO WE DO?

We connect people with common interests and needs to solve problems, share ideas and best practices, have fun, win, and close gaps. To do this, we provide outsourced professional services including strategic leadership, financial management, event planning, member services, marketing and communications, program management, website, social media, and general administration to trade associations, membership societies, and not-for-profits.

WHO DO WE SERVE?

TMG works with associations, which are communities of interest and kinship focused on mutuality, common interest, and collective gain. We prefer to work with organizations whose mission is to make society better and foster community. We prefer to be responsible for full service and do all the functions that a staff would perform. We are willing to provide partial outsourcing of the functions we offer, like back office only, so the organization can focus its other efforts on the activities where they can have the biggest impact.

OUR TEAM VALUES

We consider the feelings and effects of our decisions on others. There is no issue in business that is more important than personal relationships. We strive to be an ethical and honest organization in everything we do. "Please" and "thank you" are used sincerely and regularly.



INTERNAL CLIENTS

TMG is an interdependent team. Each of us has other staff members as "clients" and we are also their "client." We must deliver with excellence to all clients - whether external or internal.

COMMUNITY

We believe that we had great help and support to get where we are today. We encourage our staff to give and give back to the communities in which we live.

RAISING THE BAR

We believe that for any person or organization, standing still is stagnating. We strive to be better and work smarter through inquisitiveness, adaptability, and flexibility.

STAFF

We believe the research by Heskett and others that links customer loyalty and employee satisfaction. We are committed to providing an environment where job expectations are clear, individual and team results are recognized and rewarded, where people have the chance to do their best and where their opinion matters.

CLIENTS

We believe that clients must extract a substantial and quantifiable return on their investment in TMG. Loyal clients will reward us with ongoing and repeat business and with referrals to others. Staff are always empowered to say "yes" to a customer.



THE MARKENS GROUP
1350 Main Street, Suite 1100
Springfield, MA 01103
(413) 686-9199
markens.com