



Accredited AMC Forum and Retreat

Registration Now Open | November 12-14, 2010

The Program

Marketplace Mastery: Organizational Competencies for AMCs... the “New Normal” in Professional Service Marketing

The marketplace for delivering professional management services to nonprofit association boards has become increasingly complex. Clients are more demanding. Competition is more rigorous. Differentiation is ever more critical. Growing our professional service firms is much harder than it used to be!

AMC owners recognize that the days of thinking about marketing conventionally *are over*. But this "new normal" feels unfamiliar, and poses challenges for which many of us feel unprepared. What really *works* in marketing and sales strategy? What are some practical ideas and solutions for managing marketing and selling? We need to learn new professional service marketing competencies in order to lead our firms as effectively as possible.

We are pleased to be joined by highly respected analyst, author and consultant Suzanne Lowe, founder of Expertise Marketing LLC. Lowe will lead us through an interactive workshop to explore the three most significant best-practice areas in professional services Marketplace Mastery. She will share her research with thousands of professional service firms about how building and employing new organizational competencies has helped them compete more successfully. More importantly, Lowe will provide numerous examples and anecdotes (from both larger and smaller firms) that illustrate how these best practices work in real business situations.

The Speaker

Suzanne Lowe is the president of Expertise Marketing, LLC. She is an analyst, advisor, writer and speaker on the best practices and emerging strategies in professional services marketing and management. Lowe speaks regularly around the world to leading trade associations, industry groups and in-house firm audiences. Her work has been presented internationally, including at the American Marketing Association's Frontiers in Service conferences. She advises the leaders of professional service firms, from small start-up practices to large global organizations. For more information on Suzanne Lowe, please [click here](#).

“Suzanne’s writings, Marketplace Masters and The Integration Imperative, are excellent resources for the AMC looking to integrate business development into all

dimensions of its corporate culture and mindset. EDI leadership will be at the Forum.”
– **Dave Baumann, COO, Executive Director Inc.**

The Schedule

Friday, November 12
Registration and Opening Reception

Saturday, November 13
Forum and Education, 9am-4pm (*including breakfast and lunch*)

Saturday evening dinner will be dine around groups, organized on-site.

Sunday, November 14
Departure Brunch with Program

The Hotel

La Fonda Hotel Santa Fe, New Mexico. Where History and Hospitality Abound Santa Fe has been charming travelers for more than 400 years and La Fonda on the Plaza has been providing warm and friendly accommodations for almost as long. This historic hotel is just steps from the Plaza, steeped in history and art offering authentic Santa Fe hospitality.
www.lafondasantafe.com

Reservations

The special AMC Institute group rate of \$129 plus tax per single/double occupancy will be available through Friday, October 22, 2010. Attendees must identify themselves as part of the AMC Institute group by using: **#651954** or **AMC Forum/Retreat** when making reservations.

Individual reservations should be made by calling La Fonda's Reservations Department at:

(U.S.) 1-800-523-5002 and then choosing #1

(Int'l) 1-505-954-3500 or 1-505-982-5511

Please call between the hours of (Mountain Time):

Monday – Friday: 7am-8pm

Saturday: 8am-5pm

Sunday: 9am-5pm

For faxed reservations, the number is: (505) 954-3599

To make reservations online: <http://www.lafondasantafe.com/email-group.html>

Registration

Registration is now open for the November 2010 Accredited AMC Forum and Retreat. Please [click here](#) for the registration form. All completed forms and payments should be sent to AMC Institute via mail, fax, or email.

100 N. 20th Street, 4th Floor
Philadelphia, PA 19103

Fax: +1 215-963-9785

info@amcinstitute.org

Fees

Open to owners and principals of Accredited AMCs at \$495 per attendee. This includes opening reception, Saturday breakfast and lunch, Sunday brunch, educational forum and materials.

Spouses and significant others are especially welcome at this weekend Forum and Retreat and are invited to attend the opening reception and the closing brunch at no additional cost. Saturday evening dinner will be dine around groups, organized on-site for all attendees and guests. Santa Fe is a city full of museums, shopping, restaurants, art galleries (the Museum of Art and the Georgia O'Keefe are not to be missed).

Sponsors

We appreciate the continued support and dedication of our sponsors!



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