



## For Immediate Release

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### IMG Associations Shows off New Website and Blog

LEXINGTON, Ky., (September 9, 2009) — IMG Associations recently launched a redesigned web resource ([www.imgassociations.com](http://www.imgassociations.com)) with enhanced online functionality, a new blog and social media strategy. The website is designed to provide great resources for association professionals and volunteer leaders, and to demonstrate the prowess of IMG's own in-house technology and association management resources.

The redesigned site focuses on the company's association management expertise and dedication to innovation. To showcase its experience, IMG Associations' services are explained with [mini-case studies](#) outlining the positive impact IMG has provided to real, current clients. A dynamic [blog](#) provides real-time updates embedded in the home page to allow for current industry topics and trends to be discussed.

"This was a fun and useful way to show off the skills of our technology team, so the team gave us the freedom to be creative with the new site and custom-developed applications," said DeLaine Bender, vice president of client success for IMG Associations. "That's one of the benefits of having a full staff of technology experts, programmers and web developers in-house — which also demonstrates the capabilities available to our association partners."

IMG Associations encourages volunteer leaders to visit the site to understand what an association management company is and the type of [services](#) IMG Associations offers — full service, project offerings and consulting. Other additions to the site include a [volunteer leader spotlight](#), a [media room](#), and [client success stories](#), with more to come.

"This was an exciting project for our technology team," said John Atkinson, director of technology development, business systems, for IMG Associations. "We were able to try out new ideas, like creating a blog (using blogger) and embedding the postings via a real-time RSS feed. We have also incorporated real-time web analytics that are able to help drive our marketing and business initiatives. The team's creativity and experience played a big role in the development efforts. We plan to continue to add innovative applications to keep the website fresh and dynamic."

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#### About IMG Associations

IMG Associations is a full-service professional association management company and a leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world's premier sports, entertainment and media company, and an active member of the Association Management Company Institute and the American Society of Association Executives. For more information on IMG Associations, visit <http://www.imgassociations.com>.