

# Association Management

## Expert Professional and Management Services for Scholarly Societies and Associations

### Association Management



The KGL Association Management team offers full-service management and à la carte options for regional, state, and national scholarly societies and professional associations. We seamlessly integrate with your association to drive growth by creating strong, personal connections with leaders and their communities through professional services, dedicated customer support, and a secure e-commerce platform. Our approach is reinforced by our knowledge of industry benchmarking data and expertise in the core elements of effective association management. Consider KGL for your white-labeled association management needs.

Let's have a conversation today about:

- ✓ Executive director leadership
- ✓ Membership recruitment, retention, and engagement
- ✓ Financial management
- ✓ Governance and policy
- ✓ Subscription management
- ✓ Publications management

**For more information contact:**

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### Marketing Communications



Our full-service marketing agency is ready to serve not-for-profit association and scholarly publishers with a results-driven approach that increases engagement and helps grow your membership. We understand audiences and ensure that your message resonates with them through strategic planning, market research, design, copywriting, and digital marketing—all coordinated to strengthen your brand and mission.

- ✓ Graphic design and creative services
- ✓ Brand management
- ✓ Social media content development
- ✓ Marketing strategy

### Media and Sponsorship Sales



KGL has a proven record of growing advertising programs for the publishers, associations, and other organizations we represent. Decades of professional experience combined with a profound understanding of multi-channel advertising strategies work in concert to exceed your revenue expectations.

- ✓ Sales representation
- ✓ Administration
- ✓ Consultation
- ✓ Exhibit and sponsorship sales