



Anthony J. Jannetti, Inc.



Professionalism • Commitment • Collaboration

Your partner in association success

www.ajj.com



Anthony J. Jannetti, Inc.

*Leading Edge
Management Solutions*



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**Looking for an
association
management
company?**

Need help with a
special project?

**With our association-
centered strategies,
AJJ will help you
achieve sustained
success.**

Our focus is on you

AJJ's experienced executives and motivated staff will work with you to:

- Achieve financial success
- Increase membership
- Boost meeting attendance
- Increase circulation for your publications
- Develop quality education activities, products, and services
- Upgrade and optimize your Website
- Improve e-commerce
- Foster board and leadership development
- Inspire greater volunteer participation
- Refine or launch legislative advocacy programs





AJJ Snapshot

Leadership

Knowledge

Exemplary service

Established in 1972, **Anthony J. Jannetti, Inc. (AJJ)** is a national health care association management, marketing, communications, and publishing firm with headquarters in Pitman, NJ.

AJJ has earned an international reputation for developing innovative and sophisticated approaches to help organizations maximize their resources and achieve sustained success.

AJJ offers full and partial association management services, depending on the varying needs of each client. Our staff of more than 70 employees includes the best and brightest in the industry.

Top-rated for:

- Full-service management
- Conference and exhibit marketing and management
- Registration management
- Corporate marketing
- Education services
- Membership and information services
- Internet services
- Publishing
- Creative design
- Communications and media outreach
- Association and product marketing

AJJ is accredited by the Association Management Company (AMC) Institute.

As the highest recognition an AMC can receive, AMC Institute accreditation validates the dedication of AJJ's employees and our record of successful client service for more than 40 years.

AMC Institute accreditation distinguishes AJJ's leadership and demonstrates the company has met industry-established standards for quality management services.

We've earned the industry's most prestigious accreditation



What our clients have to say

Many of AJJ's clients have been with the company for more than 20 years. Our clients' trust, loyalty, and longevity are a direct response to the caring and creative service provided by AJJ employees.

"It has been a wonderful experience to work with such positive people. The national office staff who work on our account are top notch. I wonder if they know how much we depend on them. They not only serve the needs of officers, members, and chapters, but they are proactive, always reaching beyond the status quo. We owe our success as an association to the AJJ staff."

Sandra Bodin, MA, RN, CNN
Past-President
American Nephrology Nurses' Association

"AJJ's expertise is invaluable in the management services provided to AAACN. Their advice, support, facilitation and direction keeps us focused and effective in leading our association into the future."

Traci Haynes, MSN, RN, BA, CEN
Past-President
American Academy of Ambulatory Care Nursing

Creative synergy

Respectful collaboration

Strong personal relationships



Why choose an association management company?

Association management companies:

- Save you money by sharing resources
- Offer unmatched expertise
- Customize services based on your needs

AMCs such as AJJ can offer associations what they need when they need it. A healthy, trusting partnership between your association and AJJ is our goal.

AJJ offers you the luxury of choosing only the services you need from a full range of options.

Because AJJ provides a resource-sharing system that is cost-effective for its clients, associations are able to reduce their overhead expenses.

The AJJ team is loyal to clients and to each other. It is the trust and respect from years of teamwork that inspires our staff members to help your association achieve the best possible results every day.



Associations choose the services they need to grow and succeed.

Full-service management

For associations who choose this option, AJJ serves as the organization's headquarters and all major services are provided in-house.

There is continuity and stability when associations partner with AJJ, as they not only share resources, staff, and equipment, but also valuable information.

Partial-service management

Many organizations need only selected services. AJJ offers clients a broad array of services including conference management, corporate marketing, and publishing. If this arrangement fits your needs, your association will benefit from saved dollars while achieving top-quality results.

Full and partial management services

AJJ helps you meet your goals with:

- Thorough research
- Strategic business analyses
- Detailed follow-up
- Extensive quality control

Our Services

Association Administrative Services

The Administrative Services Department includes an executive director, a director of association services, and administrative staff who oversee all aspects of each client's day-to-day operations.

Among their many duties, staff members:

- Provide first line customer service to members, potential members, and customers
- Work directly with boards of directors and other volunteer leaders
- Assure efficient management of staff and resources
- Develop budgets and monitor revenues and expenses
- Serve as staff liaisons to committee and task forces
- Assist with strategic planning and implementation
- Coordinate and participate in board meetings and conventions

Conference Management

The Conference Management Department plans and coordinates every aspect of successful conventions and meetings for a wide variety of nursing, health care, and other organizations.

AJJ's high volume of business and long-standing relationships in the industry give us the ability to negotiate the best possible hotel and convention rates. The alliances we have established with vendors and hotels ensure that we obtain the best they have to offer.

Our conference management team also:

- Researches meeting sites
- Negotiates contracts
- Plans budgets
- Provides total on-site conference management
- Coordinates vendor services (audio-visual, event production, etc.)
- Makes VIP, exhibitor, and speaker arrangements

Financial Services

AJJ handles day-to-day financial operations for clients, including recording deposits and invoices, preparing monthly reports, and assisting with year-end audits.

Our accounting experts also:

- Provide detailed oversight and review with clients
- Manage associations' financial accounts and records



Corporate Marketing

AJJ has a successful record of maximizing corporate marketing revenues for its clients through advertising sales, exhibits, and corporate sponsorships. All marketing programs are established to provide “win-win” opportunities for the association and each company that participates.

Our corporate marketing experts are top performers who are well known and trusted throughout the health care industry.

The team provides services that include:

- Advertising sales representation for clients’ publications
- Exhibit sales at conferences
- Corporate membership
- Special projects coordination (mailing list rental, grant solicitation, continuing education, multimedia, and Internet-based programs)

Fulfillment/Information Services (FIS)

AJJ offers a digitally-integrated solution for tracking association membership, billing, and account status that allows for greater efficiency and added value. Working together, the FIS team produces accurate and reliable information and fulfills all client/member requests within 48 hours.

The department provides extensive services in the areas of:

- Membership
- Meeting registrations
- Subscriptions
- Publications
- Survey analysis
- Market research

Creative Design and Production

Fusing creativity and technology, AJJ’s award-winning graphic artists give a fresh look to our clients’ publications and promotions. From animated presentations to print advertising campaigns, the creative design and production team produces attention-getting materials that engage readers and promote an association’s brand identity.

In addition to special projects, the department regularly produces:

- Journals
- Newsletters
- Conference brochures and programs
- Targeted promotions and advertisements
- Textbooks



Our Services

Publication Services

Our award-winning Editorial Services Department provides complete publication management services for a wide variety of products including journals, newsletters, core curricula, meeting brochures and programs, books, and promotional materials.

Staff members:

- Work with editors, authors, and editorial boards
- Oversee projects from start to finish
- Work with creative design, advertising, marketing, PR, and fulfillment departments to produce and promote clients' publications
- Interact with printers, mail houses, and photographers to produce the best product at the best price

Public Relations and Association Marketing

AJJ offers a wide range of public relations, media, and marketing services. We work with our clients to boost association membership, brand name recognition, meeting attendance, Web site traffic, product sales, and social media presence.

The PR Department:

- Functions as an association's newsroom
- Helps associations achieve a strong, positive presence in trade and lay media
- Writes press releases and promotes clients as experts
- Provides media training services

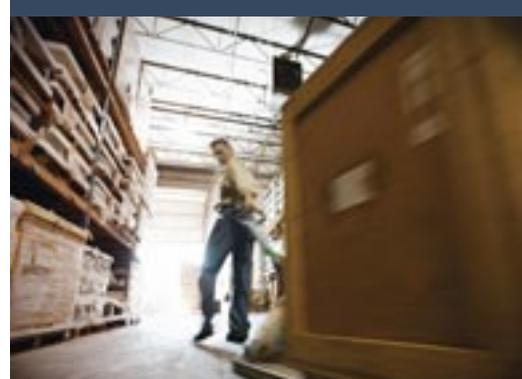
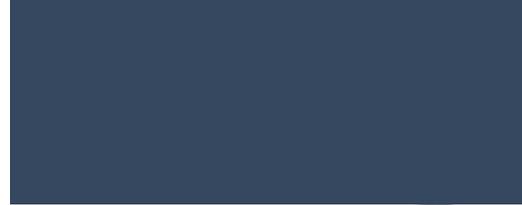
Association marketing goals focus on attracting new members and capturing the attention of targeted audiences and the general public. Our PR experts stay on top of the latest marketing trends and have won awards for their creative, results-driven promotions.

Shipping and Receiving

AJJ provides seamless shipping services thanks to state-of-the-art USPS-compliant mailing equipment.

Benefits and features include:

- Meticulous and efficient tracking services
- Special rate programs, including Federal Express and UPS high-volume account discounts
- Email notification for outgoing shipments
- Climate-controlled 2,500 square foot warehouse with loading dock and forklift



Internet Services

For associations to succeed in today's Internet-driven market, it is imperative to have a dynamic Website that serves members quickly and efficiently. AJJ custom designs Websites to meet our clients' needs, then works continuously to optimize the sites for new trends and emerging technologies.

AJJ collaborates with clients to create, market, and maintain sites that:

- Empower members and customers through powerful self-service opportunities
- Connect to association databases in order to provide real-time updates and pricing information
- Provide online education with instant certificates and online transcripts
- Keep members engaged through advanced social networking tools

Security and privacy are paramount concerns, so AJJ uses the latest technology and best practices to secure all e-commerce transactions and protect personal information.

Education Services

The guiding principle of the AJJ Education Services Department is that learning is a life-long commitment. We assist our associations in providing quality professional development activities to their members and colleagues.

Members of the department:

- Guide and assist clients with member education programs
- Implement education activities
- Evaluate all education activities and processes
- Assure continuing nursing education activities provide contact hours that meet certification and relicensure criteria



Let us help you succeed. Contact us today.

If you would like more information about Anthony J. Jannetti, Inc., choose among the following options:

- 1. Phone:** Call Linda Alexander, Manager of Business Development, at 856-256-2300, ext. 2411
- 2. Email:** Contact Linda at linda.alexander@ajj.com
- 3. Online:** Visit www.ajj.com and click "**Request a Proposal**" on the home page



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