

2010 Annual Report



IMPLEMENTING AND EXCEEDING GOALS FOR OUR CLIENTS AND OURSELVES.

CLIENT **SUCCESSES**

- » Managed a new client's annual convention and further developed one of its education tracks resulting in 780 middle school students participating. Garnered a commitment from the Governor's Office to become involved in 2011.
 - » Developed and implemented a Social Media Policy for all clients.
 - » Hired a Sales Executive for one client.
 - » Redesigned a Partner sponsorship program to make it more strategic and customizable for the client's Affiliate members.
 - » Celebrated Alpha College of Real Estate's 26th year.
 - » Achieved legislative goals for several clients.
 - » Organized successful Days on the Hill for several Virginia clients.
 - » Utilized web-based communication tools to host nationwide conferences and training.
 - » Worked to increase a client's membership by 22% in 2010.
 - » Partnered with client volunteers to offer four successful regional conferences across the country.
 - » Aided clients in generating a profitable year, despite a very difficult economy.
 - » Worked with several clients to manage events that benefitted charitable organizations.
 - » Offered clients the ability to handle dues billing electronically, saving on the clients' costs.
 - » Enhanced clients' programs, increasing attendance and revenues.
- » Delivered a hugely successful first annual Reverse Trade Show for one client.
 - » Launched commercial real estate Virtual Deal Making Sessions for one client.
 - » Increased sponsorships for a client by 25 percent.
 - » Managed multiple commercial buildings and handled the sale of one for one client.
 - » Led a major role for one client's involvement with a state convention.

MARKETING **VENTURES**

- » Participated on a panel for the Hospitality Sales & Marketing Association – International, Hampton Roads Regional Chapter, discussing the topic of Professional Meeting Planning.
- » Designed several new marketing pieces for a client, including a redesign of their trade show booth.
- » Participated in several trade shows and national conventions as an exhibitor.
- » Enhanced clients' presence through social media platforms such as Facebook, Twitter, and LinkedIn, including design as well as content management.
- » Made clients' publications available to members electronically.
- » Added many new courses to OMG Distance Learning.
- » Launched online membership applications for several clients.

- » Designed new website for a client and redesigned site and marketing materials for another.

MANAGEMENT **ACHIEVEMENTS**

- » Welcomed a new client to a multi-year contract to manage their annual conference.
- » Expanded the OMG Office Business Centers.
- » Hired another Conferences & Conventions Coordinator and another Meetings Assistant.
- » Two meeting planners achieved the Certified Meeting Professional (CMP) designation.
- » Renewed clients with multi-year contracts.
- » Two executives successfully renewed their Certified Association Executive (CAE) designations.
- » Managed the transitions of several staff positions; downsizing for several clients where needed.
- » Made numerous upgrades to OMG's computer network.
- » Implemented a data protection program for all clients, with the servers being backed-up every 15 minutes to Colorado and Maryland.



The Preferred Choice