

## Success Story: The American Volleyball Coaches Association | AVCA

# IMG

### The IMG Advantage

As a dynamic, global organization, **IMG leverages our unique resources and relationships** to create value for our association clients. For example, the AVCA has greatly benefited from IMG's reputation in the sports marketing industry.

Through **IMG's in-house technology team and partnerships with software leaders**, the AVCA website functionality was totally redesigned, doubling website traffic from 5 million to 10 million hits per month.

Moving from a self-managed association to a management company was a big decision for the AVCA. **IMG's customized services menu delivered new benefits**, such as technology upgrades and access to additional staff resources, that AVCA couldn't otherwise afford.

*IMG Associations: Creating Customized Solutions for Extraordinary Organizations*

### The American Volleyball Coaches Association | AVCA

The American Volleyball Coaches Association exists to develop and grow the sport of volleyball. With a membership of more than 4,900, the AVCA provides a professional network for individuals and companies dedicated to enhancing and promoting the sport. Members are comprised of national and international collegiate, high school, club, youth and professional coaches.



### The AVCA Story

The AVCA joined IMG Associations (then Host Communications) in 2006, after operating as a self-managed organization for 25 years. Growth opportunities provided by professional association management and IMG's established reputation in the sports marketing industry were key factors in the decision.

The synergies of professional management and sports marketing expertise created impressive results. In the first three years of the partnership, membership grew from 3,200 to 4,900. Convention attendance topped 1,400 in recession-plagued 2008. New projects included partnering in four signature television broadcasts that promoted volleyball to different audiences — the CBS College Sports Beach Nationals, Mizuno presents Hit it Big – the 2009 JVDA Championships, the AVCA's College Volleyball Showcase, and the Under Armour All America High School Volleyball Match and Skills Challenge.

Equally impressive was the infrastructure overhaul. IMG's technology team assisted the AVCA with an upgrade to NetFORUM, a cutting edge membership management system, and a complete website rebuild, boosting traffic and better positioning the AVCA for rapid recovery when the economic downturn abates.

Meaningful engagement by members is also on the rise. Presentations at the 2008 convention were so strong that membership rated it the best AVCA event ever produced. In addition, the association will add a spring conference to its event offerings and a second exhibit show will highlight the 2009 Junior Volleyball Directors Association Championship.

As the AVCA's success can attest, IMG's internal network of resources, sports reputation and association management expertise make IMG Associations a particularly outstanding choice for any sports-related association looking to build their brand and expand their resources.

"While the AVCA was successful as a self-managed association, we found ourselves often frustrated by the confines of our expertise and resources. By joining IMG Associations, we tapped into knowledge and professionalism previously unavailable to us. The partnership has revitalized our association and positioned us for relevancy in the 21st century."

— Beth Launiere

Head Women's Volleyball Coach, University of Utah  
2009 AVCA Board President

