



Advisors to the
Meetings & Exhibition Industry

Unique Offering

As the meetings and exhibition industry faces challenges such as increasing costs, Pressure to reduce staffing, consideration of outsourcing options, change in branding strategy and the impact of the Internet and E-commerce, association executives and Business leaders have a tremendous need To access the wisdom and experience of those that have experienced many of these Cycles in both the corporation and Association markets and who are able to evaluate and articulate options while providing meaningful advice.

Unique Experience

Many organizations have expressed the need for consulting assistance by meetings and exhibition industry professionals that have no future interest in the outcome of the assignment. Commercial firms that offer consulting services frequently have limited or no experience in the meetings and exhibition industry or the association business. As a result, a considerable amount of the client's time is spent teaching and training the consultants. Frequently the consulting firm's written reports must be edited by the client's staff to capture more traditional word usage unique to the meetings and exhibitions industry and more familiar to the association volunteer governing bodies. In many instances these firms offer multiple management services, therefore many organizations are reluctant to use them because they believe that the recommendations may be influenced by what is in the best interest of the consulting firm.

Unique Organization

The Augusta Group is a consulting firm. While it is tempting to call upon our associates, the best and brightest of a great industry, to guide and manage a business, we believe it is more important for you to know that unlike other firms, we cannot provide any of the business services we may recommend that you consider. Our interest in your business following the assignment, will be to track your growth and prosperity as you implement our recommendations.

Unique Associates

Associates are "invited" to become affiliated with The Augusta Group, thereby ensuring only highly experienced and recognized leaders in the meetings and exhibition industry. Their work for The Augusta Group is done on their own time. The Augusta Group underwrites all expenses and provides administrative resources. The associates do not use the resources of their employer. All associates must agree to contribute at least 10% of fees earned to a meetings and exhibition industry charitable organizations. Our associates understand the need to give back time, talent and financial resources to an industry that has been good to them. The Augusta Group enables them to apply their skills and knowledge and to broaden themselves while working with people they know and like.

Unique Assurance

The client's needs are matched to the associates' skills. We make a recommendation of team members to perform the work based on their experience profile from our confidential database. The client may ask for substitutions without cause. Because our associates are experienced professionals they understand, respect and practice complete confidentiality, if that is an element of the assignment. Confidentiality agreements are among our basic contract elements. They may be waived only by the client.

Unique Cost Benefits

Because our associates' expertise is meetings and exhibition industry-specific, they are able to achieve a high degree of efficiency in their consulting assignments saving the client time and money. The Augusta Group will quote costs on a per day basis per associate or will quote "turnkey" prices upon request.



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