

WHO WE ARE

Kellen Europe is the European base of the Kellen Company, the premier professional services firm for associations. The Kellen Company has offices in Atlanta, Beijing, Brussels, New York City, Singapore and Washington DC with global alliances in China, India, Japan and the Middle East. With over 185 employees and 6 offices worldwide, the Kellen Company is the foremost global firm serving associations.

Our Europe-based Kellen team includes 20 experienced professionals with a variety of complementary backgrounds, industry knowledge and skills. Each of whom has extensive experience in the management and representation of national, European and global associations and is competent in at least three European languages.

Kellen Europe provides association management, strategic advice, government affairs, market research and European representation services to associations and corporations worldwide.

Kellen Clients benefit from specialised association management knowledge, enriched service offering and privileged links with EU and US-based decision-makers.

Over the past 20 years, Kellen Europe has gathered considerable expertise that enables the company to rapidly anticipate the needs of emerging or existing associations and to provide tailored organisational solutions. These solutions are designed to ensure that our clients hold the position they should within the association environment. In the current climate, more than ever before, it is essential that associations remain relevant. We at Kellen Europe know how to help our clients remain ahead of the game. Through our strategic advice and management services we work towards ensuring that our client associations add value to their membership.

SERVICES

Association Management:

- Incorporation of new associations
- Day-to-day administration and management
- Advice on strategy implementation in line with the association's goals
- Direct assistance to enhance the organisation
- Management of meetings, conferences and events
- Business planning and board facilitation
- Legal and tax advice

Strategic Advice:

- Revision of the mission and vision of an association and the creation of the necessary forward-looking strategy documents
- Best practice tools on a range of areas such as governance, communications and financial management

Strategic Advice (continued):

- Benchmarks with 'best of class' associations and independent assessment of the governance setup and suggestions for increased efficiency
- Internal and external perception audits to assess association effectiveness
- Financial analysis
- Membership development and marketing

European Affairs

- Interest representation
- EU Media relations
- Policy analysis
- Issue Management

Meeting Management:

- Site selection and hotel contract negotiation
- Budget planning and follow-up
- Table-top exhibition organisation and sponsorship opportunities
- On-site staffing and efficient registration technology
- Speaker selection and liaison
- Post event evaluation

Benchmarking, economic studies and research:

- Qualitative and quantitative market analysis
- Sector-intelligence based on the analysis made
- Benchmarking and market tracking programmes
- Statistical compilation

Executive Coaching Programmes:

- How Brussels works
- Competition law for Trade associations
- Media training
- Coalition building

HOW WE WORK

Team Approach: Kellen assembles dedicated teams composed of professionals who are carefully selected in consultation with the client. All Kellen Europe staff members have a variety of complementary backgrounds and skills, are competent on at least three European languages and have extensive experience in the management and representation of European and international associations. The team structure and the availability of a backup whenever required also mean that we can guarantee continuity and flexibility at all times.

Cross-fertilisation: Although the goals of individual associations may be quite different, they often face common challenges and can benefit from existing expertise in meetings these goals. Through their involvement with a wide variety of different associations, dedicated teams are able to assimilate and disseminate best practices to the benefits of the clients. This valuable transfer of knowledge extends the recognition of the needs and the requirements of each association.

THE BENEFITS OF WORKING WITH KELLEN EUROPE

- Association leaders can concentrate on strategic issues and focus on those functions that generate value for membership
- High degree of professionalism and a quality driven dedicated team
- Exhaustive experience on managing national, European and global associations
- Neutrality and independency
- Efficiency and effectiveness through our team approach and the concept of shared resources
- Performance focus based on best practices and knowledge sharing between staff and different worldwide Kellen offices
- Enhanced ability to process change management and understand the business concerns
- Guarantee for continuity of business operation during changes in volunteers' leadership and staff resources
- High degree of flexibility on the service offer and on the customization of staff activity to meet the association's evolving needs
- Cost-effective solutions to personnel, equipment, facilities, and budget considerations
- Multi-skills and multi-language staffs
- Central location in the heart of Europe but with professional experts in several offices in the US and Asia
- Free of charge meeting facilities (up to 20 people)

CONTACT

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Kellen Europe is the European base of the [Kellen Company](#) headquartered in Atlanta and with offices in Beijing, Brussels, New York, Singapore and Washington D.C. and Global alliance partners, among others in China, India, Japan and the Middle East