



Integrated Advisory Group  
International



# PROSPECTIVE MEMBERS INFORMATION PACK



## A Brief History

- Founded in 1989, IAG is constituted as a non-profit making Association under Dutch law, although its common language is English
- IAG is a network of over 70 law firms and accountancy, tax advisory practices
- IAG has members represented throughout 47 countries in Europe, North and South America, the Middle East, Asia/Pacific and Africa.

## Member Firms

- Members meet frequently, getting to know each other well as colleagues and building an understanding of each other's countries and legal and commercial frameworks.
- Three assemblies are held annually, each hosted by a member firm in a different city. The Committee and various sub-groups also meet separately in order to plan future developments.
- Each IAG member remains completely independent and free to make referrals to non IAG firms. No referral fees are paid within IAG. The important criterion in advising a client is always the client's best interests. As well as providing its members with a wider understanding of the world, IAG enhances the services which members firms are able to offer to their clients.
- IAG is growing towards representation in all major centres of commercial activity worldwide. Great care is taken in the selection of new members on the basis that only firms of the highest calibre are admitted to IAG. The group's Quality Standard is an assurance of consistently high levels of professional service.



## IAG - reliably excellent professional service worldwide





## Advantages of IAG Membership

### International Capacity: -

IAG membership provides independent firms with international reach and resources which they can use confidently in their clients' interests because of the high professional and service standard on which the group insists, and easily because of the high level of personal contact which the group enables and encourages

### Reinforced market profile: -

Possession of genuine high quality international capacity is a valuable asset which makes member firms a more attractive choice for clients in their respective markets. This benefits member firms' businesses both defensively and actively, and can be used to support or indeed to lead local promotional activity

### Broadening personal experience: -

IAG members find that gaining insight into the business and professional cultures of their fellow members is both interesting and useful: they also find the meetings themselves interesting and enjoyable. Many friendships business or personal and often combining both aspects, are formed and continued through IAG

### IAG as a staff incentive: -

Both attendance at IAG meetings, and other possibilities which the group makes possible, including staff exchanges, can be used to encourage, interest, reward, and help retain valuable staff. IAG subsidises attendance at meetings, particularly for younger delegates, and staff exchanges, in recognition of this and as an investment in the group's long-term future

### Receiving referrals: -

Although it should not be the primary reason for considering joining the group and is dependent on individual circumstances, members usually find that as their IAG contacts develop and strengthen, a flow of inward referrals will build up, and that cooperation leads to further cooperation



## Membership requirements

IAG is committed to maintaining high quality among its member firms. Prospective members will be expected to demonstrate the following: -

-  appropriate academic training
-  high quality work
-  a practical approach to advice
-  a solid client base
-  wide experience
-  a good reputation
-  modern communications equipment
-  responsiveness
-  sufficient staff back-up
-  smart, accessible offices
-  suitable presentation
-  absence of conflicts
-  a long term commitment to IAG

## Current Membership Fees

-  Initial Membership Fee - €2000
-  Annual Subscription - €3350



## The Process of Joining IAG

Prospective members to complete a comprehensive information form via email.

Once this has allowed the potential synergy to be assessed, and assuming both sides wish to proceed, you will be invited to attend one of our meetings as an observer. The meetings are planned to centre round a business session, which include both IAG internal business, technical sessions on professional topics, and business development topics. They also include the opportunity to get to know fellow delegates and for them to get to know you.

We ask all observers to make a presentation about their firm to the main meeting. Members of the Committee and other IAG members will then ask you about your firm and its interest in joining IAG as opportunities arise during the business or social events.

Assuming there is a wish to proceed on both sides, at the following meeting your firm will be listed as "prospective members". It is strongly preferred for you to attend this meeting although the Committee can make exceptions with sufficient notice. It is essential to attend the third meeting, where the Committee has a final opportunity to review the prospective membership and all being well will recommend it to the Assembly for immediate ratification.

During this process there are several formalities, including a formal application letter and a visit to your offices, to be completed. These will be arranged by the Administration Office before the third meeting.

*The above process is a careful one, deliberately in order to maintain the high standards on which IAG insists, and it takes three meetings over 8 to 9 months to completed. Members are obliged to attend at least one meeting per year, and most attend two or all three, increasingly with multiple delegates each time.*

*Members should attend as many meetings as practical in order to build up contacts on which confidence and cooperation depend.*

If you have any queries on the application process please contact IAG Administration



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