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EMBARGOED until 5/16/18

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US Association Management Company Partners with India-based Professional Convention Organizer
Talley Management Group, Inc. and Plan it! India announce new business venture

MOUNT ROYAL, NJ – May 16, 2018 – [Talley Management Group, Inc. \(TMG\)](#), and [Plan it! Meetings & Conferences India](#) are jointly launching [Vraata – Excellence in Association Management](#), providing associations with global experience, local connections, education and opportunity on the Indian sub-continent while enabling growth for the organizations each company represents and other international, national and regional associations that want to engage in India. Both firms are well-known within the association management and business events industries.

“Talley Management Group is very excited for this new opportunity,” said TMG President Gregg Talley, CAE. “With over 30 years of experience, TMG brings knowledge in the areas of full-service management, association program consulting and association outsourcing. Plan it! is a perfect partner for TMG as they have deep relationships with corporate and nonprofit clients in India, great event and meeting planning skills and are extremely well respected and revered in their country. We are confident that this will be a successful endeavor.”

An award-winning firm, Plan it! specializes in conference and event planning; association management and consulting; and loyalty and engagement strategies. The two companies will work in conjunction with one another to enhance and expand the association management services available to new or existing Indian associations and global organizations wishing to grow the Indian market.

“This partnership is one that will change the association management industry here in India,” said Anuj Wadhwa, Chief Operating Officer from Plan it!. “Sharing ideas and best practices from TMG with the local knowledge provided by Planit! allows both firms to provide all of their clients, regardless of where in the world they are, with the services and solutions they need to excel in India. We are very excited to begin this relationship and look forward to its success.”

The formal announcement was made yesterday, May 15, at the 2018 IMEX event in Frankfurt, Germany. In addition, an informal cocktail reception and education event will be hosted during the ASAE Annual Meeting in August 2018.

Interviews can be scheduled by [contacting](#) the Vraata and TMG Marketing and Communications Director, Lauren Schoener-Gaynor. Questions can also be [sent to the media contact](#) and will be answered by Vraata leaders. Pictures of the official ribbon cutting taken at IMEX are available upon request.

For more information about Vraata and its services, visit vraata.com.

About Talley Management Group, Inc. (TMG)

Talley Management Group, Inc., (TMG) is a full-service association management company. Founded in 1987, TMG has over 20 full-service association clients and provides event planning and consulting services to many more. Its mission is to create stronger communities and human connections to enhance global society. For more information on TMG, its services and full client partner list, visit talley.com, on Facebook [@talleymanagement](#), on Twitter [@TalleyMgmt](#) and on [LinkedIn](#).

About Plan it!

Plan it! has been creating and curating experiences since 1977. A division of Creative Travel, Plan it! creates hand-picked experiences to help associations build communities, either through strategic conference planning, community building through association management or interventions for partner and channel loyalty. A complete destination management company, Plan it! has one of the highest credit ratings in the travel industry in India. Its team of professionals are trusted to create an experiential platform to achieve all business objectives. Learn more about Planit! at planit-india.com.

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