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ICMA

Making classified media work better!  
International Classified Media Association**In this issue...**

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**PHOENIX partners**
 medienhaus.com  
Wien • Vorarlberg
**PHOENIX webpage****The page with the complete articles is in the Member section of ICMA website**

If you need a password to register for this section, please

[click here](#)**Did you know?**

**That as well as sending ads in English, you can also send ads in the native language of the destination you are sending the ad to?**  
Some destinations will

**PHOENIX Newsletter**

International Classified Media Association

**Nr. 22 - December 2006****Dear Karina,**

Seasonal greetings from Amsterdam and welcome to this, the last PHOENIX newsletter for 2006.

The new IT system and member database has now been installed and ICMA Head Office staff have been getting to grips with many of the new systems we hope will improve the service we offer our members.



This year has seen many changes to the PHOENIX system and I hope you have managed to benefit from the many improvements that have been implemented. Next year will bring a new face for Self-service (as well as Network Online functionality) and the implementation of service pack 1. Again, ICMA would like to thank all our members for their patience and co-operation during these changes and we wish you all a very Merry Christmas and a prosperous New Year!

Kind regards,

Craig Wilkinson  
ICMA Operations Manager

**Reminders**

Self-service - customer service considerations



Now that PHOENIX Self-service is up and running for a good number of publishers, now is the time to consider how you are going to manage customer enquiries relating to this new service.

Most ACPS are used to dealing with their regular telephone customers but you should consider that you are going to see an increase in customers contacting you about ads they have placed using your PHOENIX Self-service system. You should consider how you will track customer enquiries and how the needs of online customers differ from existing, established contacts. While ICMA hope to help provide you with yet more ideas and training early next year, you can plan ahead now and be prepared!

Begin by considering the simple things such as dealing with customers whose ads have been rejected by other papers in the ad exchange - How are you relaying information to the advertiser? Are you simply telling them

accept ads in your native language as long as you provide a full translation in the comment box or agree the ad text by email in advance.

the ad was rejected or are you looking at suggesting a better way to phrase their ad text?

What about that advertiser data that is currently sitting in your PHOENIX account? Have you considered just how valuable this information could be if handled by an experienced Sales rep? Have you actually talked to your Self-service customers? What do they think of the service / your response? Lots to think about and I am sure you can easily add to my list!

One final note, please remember that ICMA has absolutely NO contact with your Self-service customers - their relationship is with you and you only! Make a resolution for the new year and plan to talk to your advertisers!

## User Focus

Who I am and what I do



**Name:** Zuzana Lalouèková

**Job Title:** ACP/Administrator

**Paper Name(s)** Annonce

**Country of publication** Czech Republic

**How long have you worked at your present company?** 2 months

**What are your responsibilities?** I am responsible for everything relating to ICMA and international advertising (including the admin, sales, etc.)

**What is the most unusual Ad you have ever received?** I have only worked at this position/company for 2 months, but already I have seen quite a few! To mention but one: "Boy over 30yo of younger boyish appearance would like to meet a robust giant very fat bear with body of a sumo fighter. Nothing else matters."

**In 30 words, describe your Country / city** Czech republic is often referred to as the Heart of Europe. The best beer in the world is made here, the Czech people are known for their love of it!

**What was the last film you saw?** Astérix and the Vikings (I take my mum to see kid's movies, she likes them; and I like Astérix!)

**What was the first record/cd you ever bought?** Oasis - (What's the story) Morning Glory? (I was young and had no real taste in music yet!)

**What is your favorite food?** Chinese food

**What will you be doing over the festive season?** It doesn't look like we get any snow this winter, so I know what I am not going to be doing - skiing. So I will probably just stay at home with my family and relax, maybe go ice-skating instead.

I think we all agree that that's a very nice rock you are sitting on there Zuzana :-)

## Timelines

PHOENIX schedule



### ICMA activities

w/c

- 22.01.07 New ICMA Member Database installation
- 15.01.07 Quarter 4 invoices and statements out
- 22.01.07 Population of new ICMA web site

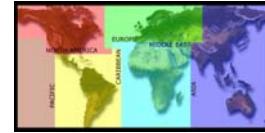
### Paper activities

w/c

- 18.12.06 Outstanding 2006 PoP clearance
- 18.12.06 Ratecard price revue (with sales dept)
- 18.12.06 Notify other papers of closing dates

## Destination changes

New papers & people



This month will see the addition of a number of new papers to the ad exchange.

From 29th December 2006:- Der Heisse Draht Braunschweig (Germany HQ) Der Heisse Draht Bielefeld (Germany HR) Der Heisse Draht Munster (Germany HS) Der Heisse Draht Osnabruck (Germany HT) Iz Ruk v Ruki Vologda (Russia PZ)

We say goodbye to one Zuzana and hello to another! Zuzana Hand has now left Anonse Prague on maternity leave and has been replaced by Zuzan Lalouckova (See earlier user profile). We wish both Zuzanas good luck and know you will extend a warm welcome to our new ad exchange colleague.

One final note, Thomas Fock of Zweite Hand has also left to pursue other challenges. For many years Thomas was the contact for our German regional centre of competence and was instrumental in assisting ICMA promote the new service in Germany. Again, a very well known ad exchange participant and one that will be dearly missed.

Finally, a note to congratulate Valeria Baulina of Pronto-Moscow on her new promotion to Sales Manager in a newly created 'Federal Sales department' - Valeria will be handing over her role of ACP to a new person (to be confirmed) who will no doubt perform at the same high standard as Valeria has done for many years.

### Follow up Links

- [ICMA PHOENIX web page](#)
- [ICMA Contact Details](#)
- [ICMA Homepage](#)

### Contact Us

If you have any questions about PHOENIX please contact us:

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