



# ICMA Projects

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Executive Director

# Objectives

- add value for all members
- grow membership

# Adding value

- benchmarking
- Associate member level – first one recruited!



- newsletter
  - 8 pages and PDF version
  - redesigned and full-colour
- BABE project

# Growth

- new members
  - Chrissi Efkeria – new country!
  - eBay – first online only member!
  - Anuntul
  - Pronto Centre
  - BoHil Media – niche publications
- US push for Orlando
- bounty scheme extended to suppliers

# Alliances

- address both objectives
- associations
  - WAN – Affiliate Member
  - INMA – Association Member
  - AFCP/NANI
  - E&P
  - NAA
- suppliers
  - Classified Intelligence – special package for ICMA members
  - Kelsey Group

# GMs

- November 2004 – Orlando, hosted by Flyer Publishing
  - theme of competition
- May 2005 – Barcelona
- November 2004 – India, hosted by Free-Ads
- May 2006 – Toronto, hosted by Trader Media Corp

# Head Office

- staff
  - Joanne Winston, Communications & Events Manager
- new premises



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Any questions?