



INTERNATIONAL CLASSIFIED
MEDIA ASSOCIATION

ICMA Projects

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Objectives

- add value for all members
- grow membership



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Adding value

- benchmarking
- Associate member level – first one recruited!



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



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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



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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



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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



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Head Office

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



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Any questions?