



INTERNATIONAL CLASSIFIED
MEDIA ASSOCIATION

HELLO!

Secretary's Report
The Hague
May 2004
Jill Armer



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HEADLINES

Key Objectives

- Open up association (FAPIA to ICMA)
- Membership Growth
- ADEX
- Add Value



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ICMA The 1st Year!

- No longer ‘free ad papers’ only
- Opened the door onto –
- Broader classifieds industry
- Online and offline with new members



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Welcome

The Door is Open

- **Head Office**
- **Project APE**

Flyer Publishing; Friday Ad; Northcliffe; Lapcom; Avizo, Pronto Center; Annuntal; E-Bay

- Fresh ideas
- New opportunities

- **Associate Membership Scheme**

Don't Forget the Bounty Scheme!

Beneficiaries so far:

**Zweitehand; Medstroms and Target Media
Partners**



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ADEX PROJECT PHOENIX

- Research and Evaluation

Thank you Project Team

The story continues.....



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Driving Value Project BABE

- Improved information on ICMA website and at GM's
- Meeting facilitation Service
- Translation Services
- Changing structure of meetings
- Constantly Improving content
- Speed Dating – how was it for you?
- Members views very important
- Benchmarking and Surveys offer members value

PLEASE RESPOND



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Moving Swiftly On.....



Thank you to HO and Lucie for huge contribution, recruiting new staff, new members. For constant eye on costs and attention to detail.

Committee's focus firmly on developing new opportunities for our membership in the future.