



HELLO!

Secretary's Report

The Hague

May 2004

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HEADLINES

Key Objectives

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

ICMA The 1st Year!

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

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



ADEX PROJECT PHOENIX

- Research and Evaluation

Thank you Project Team

The story continues.....

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

Moving Swiftly On.....



Thank you to H0 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.