





# WHAT ARE THE ISSUES?

- PASSIVENESS/INACTIVITY OF SOME EXISTING MEMBERS
- MEMBERS LEAVING
- IMPROVING CONTENT OF GMS
- LANGUAGE DIFFICULTIES
- PROVIDING MORE OF WHAT THE MEMBERS WANT!



ICMA

# OUR SURVEY SAYS.....

## OUR MEMBERS PRIMARILY VALUE:

### • NETWORKING OPPORTUNITIES

### • OPENNESS OF MEMBERS

### • CONTENT OF THE GMS

Display Cabinet. Mahogany, 11 x

drawers, 2 doors, some sale, 086-3176541, 044-41431 Mullin-

oon

• Rossmore Cocktail Cabinet. Mahogany, perfect cond, drinks storage, lights up, 01-4944008 Dublin

• Rossmore Diningroom Suite. Table & 4 chairs, rope edge, 2 carvers, paid €1,200 sell for €600. 01-6245347 Lucan, Leixlip

• Rossmore Display Unit. Mahogany rope edge finish, 3 glass display units, lights & drinks cabinet, also matching TV/video unit, 086-3172223 Dublin

• Study Desk. Oak, €50 ono. 01-8206552, 087-9972057 Dublin

• Suite 2.2.1. Light green with light green/cream check cushions, widths 60"/60"/40", 3 yrs old ex cond €250. 0879207258 Dublin

• Suite 3.1.1. Navy patterned, also with pouffe, in very good cond, €150. 01-8383491 Dublin

• Suite 3.1.1. Navy fabric with a light detail in gold/wine thread, large cushions & loose seat cushions, ex cond, curtains avail to match, €450. 086-3172223 Dublin

• Suite 3.1.1. Solid oak, brown pattern materi-

al, 2 seater sofa, 1 seater sofa, 2 armchairs

• Suite 3.1.1. Blue, good cond, €150. 01-8383491 Dublin

• Suite 3.1.1. Blue, good cond, €150. 01-8383491 Dublin

• Suite 3.1.1. Blue with small pink design, as new, wrong colour, sell half price at €1,000 ono. 01-8217146 or 087-7958722 Dublin

• Suite 3.2, as new, blue, €700. 086-1570086 Dublin

• Suite. 7 pce, suit lrg room or conservatory, all matching, perfect cond, €500 no offers. 01-8476768 Dublin

• Suite. 3.1.1, blue/yellow. 01-8404077 Dublin

• Suite. 3.1.1, Dutch, good cond, dark blue, ideal for rented accom, €100. 087-6224298 D12

• Suite. 3 pce, €650. 01-8303622 Dublin

• Suite. 3 pce, buttoned back, brown leather, 3.1.1, good cond, €200. 0505-41155 Roscrea

• Suite. Italiancarved, €799. 087-6131732 Louth/

Monaghan

• Suite. 3 pce, recently bought at reputable

store, will sell €650. 01-8303622 Dublin

• Suite. 2.1.1, green & gold fabric, €100. 087-6216808 Dublin

• Suite. 3.2.1, terracotta, perfect cond. 087-

6104343 Dublin

• Suite. 3.1.1, blue, good cond, €150. 01-6242074

Lucan, Leixlip

• Suite. 3.1.1 plus 2 pairs of full length match-

• Suite. 3.1.1, vgc, €300. 087-6591582 Dublin

• Suite. 3.1.1, good cond, €50. 01-4543773 Dublin

• Suite. 3.1.1, brown & beige, can be converted to bed, vgc, €300. 0907-59356 after 6pm Castlerea

• Suite. 3 piece, €35. 01-8343732 County Dublin

• Suite. 3.1.1, mustard background, vgc, €100. 01-8374383 Dublin

• Suite. 4.1.1, terracotta with green & cream stripes, suit flat, good cond, €200 ono. 01-8390241 Dublin

• Suite. 3.1.1, dark green, immac cond, as new, €490. 086-3768644 after 3pm Kildare

• Suite. 3.1.1, light blue, patterned, good cond, €400 ono. 087-2506558 Dublin

• Suite. 3.1.1, green, 4 yrs old, €800. 078-22142 Carrick-on-Shannon

• Suite. 3 seater, navy sofa, in good cond, one single seater, & a 3 seater with wooden surround and edging. €100. 087-9096419 Dublin

• Suite. Dutch brown leather, 3 piece, suit with coffee table, beanbag, and two bookcases, fair condition, €750. 0405-49260 Edenderry

• Suite. 3.2.1, wine, ex cond, top grade cleanable fabric, €800. 01-4933517 Dublin

• Suite. 3.1.1, cream & green in colour, €450 ono. 01-6282894 after 7pm Dublin

• Suite. 3.1.1, brown & cream, €300 ono. 0506-54873 Tullamore

• Suite. 3.2.1, olive green, ex cond, €800. 087-

agent  
some calls

Dublin 4.

086-3176541

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# NETWORKING

# HOW CAN WE IMPROVE?

## ICMA IS ALREADY A FACILITATOR DUE TO TWICE YEARLY GMS

- OFFER OPPORTUNITIES FOR PRIVATE CONSULTATIONS WITH EITHER
- SPEAKERS OR OTHER MEMBERS AT GMS

## HOW?

- ONLINE VIA WEBSITE
- VIA REGISTRATION FORMS ON NEWSLETTERS
- MARKET THIS SERVICE ON BOTH OF THE ABOVE

## THIS ALSO ENCOURAGES MORE PARTICIPATION OF MORE PASSIVE MEMBERS. MORE INTERACTION! MORE VALUE!

- **Rossmore Cocktail Cabinet.** Mahogany, perfect cond, drinks storage, lights up, \$1,0494408 Dublin
- **Rossmore Diningroom Suite.** Table & 4 chairs, rope edge, 2 carvers, paid \$1,200 sell for \$600. 01-6245347 Lixm, Leixlip
- **Rossmore Display Unit.** Mahogany rope edge finish, 3 glass display units, lights & drinks cabinet, also matching TV/video unit
- **Rossmore Cream** cushion, width 60" /60" /40", 10 yrs old ex cond \$250. 08970258 Dublin
- **Suite 3.1.1.** Royal patterned, also with pouffes in very good cond, £150. 01-8338941 Dublin
- **Suite 3.1.1.** Navy fabric with a light detail in gold/wine thread, large cushions & loose seat cushions, ex cond, curtains avail to match, £450. 01-8722393 Dublin
- **Suite 3.1.1.** Solid oak, brown pattern material

- Suite, 3 pc, recently bought at reputable store, will sell €650. 01-8303622 Dublin
- Suite, 2.1, green & gold fabric, €100. 087-6216808 Dublin
- Suite, 3.2, terracotta, perfect cond. 087-6104334 Dublin
- Suite, 3.1.1, blue, good cond, €150. 01-6242074 Lucan, 8th floor
- Suite, 3.1.1 plus 2 pairs of full length matching curtains, €100. 087-6216808 Dublin
- Suite, 3.2, wine, ex cond, top grade cleanable fabric, €800. 01-4933517 Dublin
- Suite, 3.1.1, cream & green in colour, €450. 01-6282894 after 7pm Dublin
- Suite, 3.1.1, brown & cream, €300. 00. 0506-54873 Tullamore
- Suite, 3.2.1, olive green, ex cond, €800. 087-6216808 Dublin



# OPENNESS

PARTICULARLY IMPORTANT TO NEW MEMBERS WANTING TO SEE IMMEDIATE VALUE FROM MEMBERSHIP.  
LONG TERM MEMBERS ALREADY HAVE RELATIONSHIPS WITH OTHER PUBLISHERS

- A MEMBER INDICATES INTEREST IN A PRODUCT OR SERVICE ANOTHER MEMBER HAS
- ICMA CONTACTS THE NEW MEMBER AND REQUESTS A PRIVATE MEETING BETWEEN PUBLISHERS AT GM
- ICMA ACTIVELY ENCOURAGES THIS THRU MARKETING AND EVALUATION SHEETS AT END OF GMS
- NEW MEMBERS GM NAME BADGES COULD BE A DIFFERENT COLOUR TO EASILY IDENTIFY THEM AND THE COMMITTEE CAN INFORMALLY INTRODUCE THEM
- ENCOURAGES NEW MEMBERS TO GET INVOLVED, ENCOURAGES PARTICIPATION!

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# GM CONTENT

OFFER MORE SPECIALISED SESSIONS DIRECTED AT AND TAILORED TO SPECIFIC MEMBER SEGMENTS.

## •TYPES OF SESSIONS

FREE AD PAPERS/PAID AD PAPERS/PHOTO PAPERS/CAR TITLES/PROPERTY  
TITLES

(FEEDBACK FROM MEMBERS REQ'D ON WHAT SESSIONS THEY WANT)

## •SMALL NO OF PARTICIPANTS TO ENCOURAGE PARTICIPATION

## •AGENDA SHOULD BE CASE STUDIES/ALL TO PARTICIPATE

- COMMITTEE MEMBERS TO TAKE NEW/POTENTIAL MEMBERS UNDER THEIR WING, INTRODUCE THEM TO OTHER PUBLISHERS AND ENSURE THAT FROM 1<sup>ST</sup> GM THEY HAVE A POSITIVE/VALUABLE EXPERIENCE



# GM CONTENT CONTD .....

- KEYNOTE SPEAKERS TRANSLATION SERVICES SHOULD BE AVAILABLE OR TRANSCRIPT OF SPEECH IN CHOSEN LANGUAGE? WHO PAYS FOR THIS? WOULD MEMBERS BE PREPARED TO PAY A LITTLE EXTRA FOR THE SERVICE?
- SPECIALIST WORKSHOPS TO BE ARRANGED BETWEEN GM'S AT MEMBERS REQUESTS - AT LOW COST VENUES.  
ICMA HO TO CO-ORDINATE BASED ON MEMBER REQUESTS  
EG COULD BE GEOGRAPHICALLY  
SPECIFIC/GERMAN/EUROPEAN/USA  
AND COULD BE SUBJECT SPECIFIC/IT/SALES/MARKETING

DEVELOP A REGIONAL APPROACH OR MEMBER SEGMENTATION APPROACH

# GOOD CONTENT AND INCREASED PARTICIPATION WILL RETAIN MEMBERS.

- **Rossmore Cocktail Cabinet.** Mahogany, perfect cond, drinks storage, lights up, 01-4944008 Dublin
- **Rossmore Diningroom Suite.** Table & 4 chairs, rope edge, 2 carvers, sell €1,200 self for €600. 01-6245347 Lucan, Leixlip
- **Rossmore Display Unit.** Mahogany rope edge finish, 3 glass display units, lights & drinks cabinet, also matching TV/video unit, cream check cushions, widths 60"/60"/40", yrs old ex cond €250. 0879207258 Dublin
- **Suite 3.1.1.** Navy patterned, also with pouff in very good cond, €150. 01-8383491 Dublin
- **Suite 3.1.1.** Navy fabric with a light detail gold/wine thread, large cushions & loose seat cushions, ex cond, curtains avail to match. 0450-896-3172223 Dublin
- **Suite 3.1.1.** Solid oak, brown pattern mater

**S/MARKETING**

• **Suite.** 3.1.1, green pattern, vgc, €275.01-087-290808199 Dublin

**R SEGMENTATION**

- **Suite.** 3.2, as new, blue, €700. 086-1570086 Dublin
- **Suite.** 7 pce, suit lrg room or conservatory, all matching, perfect cond, €500 no offers. 01-8478768 Dublin
- **Suite.** 3.1.1, blue/yellow. 01-8404077 Dublin
- **Suite.** 3 pce, €650. 01-8303622 Dublin
- **Suite.** 3 pce, buttoned back, brown leather, 3.1.1, good cond, €200. 0505-41159 Roscrea
- **Suite.** Italian carved, €799.087-6131732 Louth/ Monaghan
- **Suite.** 3 pce, recently bought at reputable store, will sell €650. 01-8303622 Dublin
- **Suite.** 2.1.1, green & gold fabric, €100. 087-6216808 Dublin
- **Suite.** 3.2.1, terracotta, perfect cond. 087-6104343 Dublin
- **Suite.** 3.1.1, blue, good cond, €150. 01-6242074 Lucan, Lekki
- **Suite.** 3.1.1 plus 2 pairs of full length match-
- **Suite.** 3.1.1, vgc, €300. 087-6591582 Dublin
- **Suite.** 3.1.1, good cond, €50. 01-4543773 Dublin
- **Suite.** 3.1.1, brown & beige, can be converted to bed, vgc, €300. 0907-59356 after 6pm Castlerea
- **Suite.** 3.1.1, green, €150. 01-8343732 County Dublin
- **Suite.** 3.1.1, mustard background, vgc, €100. 01-8374383 Dublin
- **Suite.** 4.1.1, terracotta with green & cream stripes, suit flat, good cond, €200 ono. 01-8390241 Dublin
- **Suite.** 3.1.1, dark green, immac cond, as new, €490. 086-3768444 after 3pm Kildare
- **Suite.** 3.1.1, light blue, patterned, good cond, €400 ono. 087-2506558 Dublin
- **Suite.** 3.1.1, green, 4 yrs old, €800. 078-22142 Carrick-on-Shannon
- **Suite.** 3 seater, navy sofa, in good cond, one single seater, & a 3 seater with wooden round rung and edging, €100. 087-9096419 Dublin
- **Suite.** Dutch brown leather, 3 piece, suit with coffee table, beanbag, and two bookcases, fair condition, €750. 0405-49260 Edenderry
- **Suite.** 3.2.1, wine, ex cond, top grade cleanable fabric, €800. 01-4933517 Dublin
- **Suite.** 3.1.1, cream & green in colour, €450 ono. 01-6288294 after 7pm Dublin
- **Suite.** 3.1.1, brown & cream, €300 ono. 0506-54873 Tullamore
- **Suite.** 3.2.1, olive green, ex cond, €800. 087-

# Results.....

- Improved member interaction
- Improved benefits/opportunities
- More relevant information



**MORE VALUE!**