

Annual General Meeting Minutes

Minutes of Annual General Meeting (AGM)
Held on Thursday 25 January 2024
Location Moor Hall Cookham, Berkshire



The Chair formally opened the meeting and introduced the top table:

June Dennis	Chair
Chris Daly	CEO
Anna D'Souza	Director of Finance, Procurement and Risk
Joanne Saintclair-Abbott	Institute Secretary

There were 37 Voting Members present and apologies were received from Kelvin Golding and Kate Hamilton.

The Chair welcomed members joining the AGM in person and online and informed those present that votes would be taken by poll vote and then added to the proxy votes already submitted by members in advance of the meeting.

1. Resolution 1

Approval of the minutes of the Annual General Meeting held on 2 December 2022.

Proposer: Michael Lynch

Seconder: Michael Harrison.

573 in favour, 7 against and 34 abstentions

2. Resolution 2

To receive and consider the Annual Report of the Board of Directors on the business and activities of the Institute and the audited Annual Report and Accounts for the financial year ended 30 June 2023 and the Auditors' Report.

The Director of Finance, Procurement and Risk presented the annual report and accounts, and this was followed by a speech from the CEO highlighting progress made over the year and introducing the new seven-year strategy.

John Cornish questioned the AGM start time of 9.30am. The Chair said that this timing had been decided in order to accommodate those attending in person as well as online in different time zones. Timing is reviewed every year.

John Cornish also stated that he disagreed with the decision to stop the printed version of Catalyst magazine.

Mark Scott, the Director of Marketing and Communications said that the magazine is an important vehicle for membership. Removing the printed version allows CIM to enhance the offering - bringing a more interactive digital experience as well as better understanding what content resonates with members resulting in increased engagement. Whilst there is still an environmental impact of the digital approach, the printed version (and the associated postage particularly internationally) doesn't fit with CIM's sustainability goals.

John Edmund asked if a member survey had been conducted regarding the decision to remove the printed version? He said that the Swedish Marketing Association surveyed their members over the same issue, and it received a resounding rejection.

Mark responded to say that the decision was made prior to his arrival at CIM, however there was internal and external consultation. Ultimately it was a business decision.

Michael Harrison also disagreed with its removal saying that the Shine Schools Media Awards (aimed at secondary schools) encourage teaching young people to write properly as opposed to the quality of writing that typically comes with digital platforms. Marketing requires really good communications. Catalyst is really well written. Also, the printed version is much easier to read on the train.

Leigh Hopwood disagreed with these views and is pleased to see Catalyst moving to a digital version only as it is very costly, and CIM can make better use of the money. She added that it is good to see the importance of sustainability in business decision making and in her view those who are active and innovating in the industry will see it as a positive move.

The Resolution to receive and consider the Annual Report of the Board of Directors on the business and activities of the Institute and the audited Annual Report and Accounts for the financial year ended 30 June 2023 and the Auditors' Report was then considered.

Proposer: Leigh Hopwood
Seconder: David Pearce.

588 in favour, 5 against and 21 abstentions

3. Resolution 3

To re-appoint MacIntyre Hudson LLP as Auditors of the Institute until the accounts are next laid before the members in general meeting and to authorise the Board of Directors to approve their remuneration.

Proposer: Michael Lynch
Seconder: John Edmund.

563 in favour, 15 against and 34 abstentions

The Chair addressed the meeting, thanking the Board and volunteers for the support she has received whilst Chair.

4. To note the Officers and the composition of the Board of Directors for the ensuing year.

The Institute Secretary announced the composition of the Board:

Andrew Yuille DipM FCIM Chartered Marketer – Chair
Michael Lynch DipM FCIM Chartered Marketer – Vice Chair
Gina Balarin FCIM Chartered Marketer
William Burton DipM FCIM Chartered Marketer
Chris Daly FCIM Chartered Marketer
Penny Eccles DipM FCIM Chartered Marketer
Fiona Hawkins FCIM
Dr Leeya Hendricks FCIM Chartered Marketer
Paul Mackman FCIM Chartered Marketer
Dr Ruchitha Perera DipM FCIM Chartered Marketer.

James Sutton, Strategy and Commercial Director, and Mark Scott Marketing and Communications Director presented CIM's new seven-year strategy to the members.

Michael Harrison spoke in his capacity as liaison for the Worshipful Company of Marketors. He congratulated CIM for the seven-year strategy and suggested that the members should be called on to help. He also said that Fellowship wasn't mentioned, and, in his view, the pinnacle of membership should be Chartered Fellow.

He added that accreditation is the most important element of CIM's role. CIM has to explain the role of marketing to business and ensure that CIM accreditation is required in any marketing recruitment.

John Edmund agreed regarding membership and stated that he believes that Membership and FCIM should be referenced in the 'Enablers' boxes within the strategy presentation.

He had additional queries about the status of the branches in Malaysia and Kenya. CD responded that the branch in Malaysia is no longer associated with CIM and Kenya is currently being reviewed.

James responded to say that community is about two-way engagement. FCIM is a two-way commitment. CIM has to bring that passion back to the surface. With regard to the comments about international, he agreed that CIM needs to rebuild these relationships, and this is a huge opportunity.

Chris added that a new relationship has been started with an organisation in Malaysia, and the CIM partnership team will work closely with them. CIM has also signed an MOU with the African Marketing Confederation and is Vice Chair of the EMC (11 countries) which will see CIM rolling out the new Professional Marketing standards as a global framework.

Paul Connor said that the strategy presentation was most welcome. However, unlike many other organisations, it didn't mention GenZ.

James responded by saying that this is a good point – CIM needs a different approach as not everyone follows the same path. Some professional bodies are good at providing multiple pathways, but the importance is in not sacrificing standards in the process. CIM needs to simplify its pathways but still ensure that everyone gets to the same standard.

The Chair then handed over to Andrew Yuille the new Chair. Andrew thanked June for her leadership of the Board and contribution to CIM and said that he is looking forward to chairing CIM and developing the long-term strategy.

June Dennis
Chair

AGM 2024 Questions and Answers

1	I am not getting value out of CIM membership.	Our team works continuously to refine our offering and deliver value to our members. We feel that CIM membership offers a wide range of benefits to support and advance your career in marketing. These benefits include access to a global marketing community, training opportunities, and resources for personal development. There is also access to a whole range of member exclusive content, thought leadership and events. However, we are always happy to hear feedback from our members about what they feel is valuable and use this insight to inform future decisions.
2	No representatives from Malaysia?	All Voting Members are eligible to stand for election for “rest of the world” vacancies. During 2023 CIM formed a relationship with a newly formed society in Malaysia CMCS with an MOU in place to manage the relationship. Going forward the CIM Partnerships team will work with CMCS to gain insight in how the market needs to be supported especially the growing number of university relationships. CIM’s Head of Learning Partnerships was in Malaysia mid-January on a DIT trade visit so activity will be building.
3	Re the Annual Report and Accounts: At one time this included reference to the CIM Benevolent Fund. Due to a change in Charity Commission reporting requirements the last full report of the CIM Members’ Benevolent Fund’s activities downloadable from their website relates to the 2019-2020 financial year. There has been no detail since. At the same time neither is there any financial or performance information available on the Benevolent Fund’s own website. Whilst there is no suggestion of maladministration it is a matter of good practice that CIM address this governance oversight. In recognition of the fact that the Fund Trustees are custodians of the members’ money and in the interests of full transparency can the Institute Board kindly require the financial and performance data once provided as a matter of course to be made available both retrospectively from 2020 and on an annual basis going forward.	Response from the Benevolent Fund: The CIM Board continues to work closely with the CIM Benevolent Fund trustees and receives regular updates on the progress the charity is making in its charitable activities. Whilst there is no formal reporting requirement for the CIM Benevolent Fund to the CIM Board, CIMBF annual reports and accounts are provided and therefore there is visibility and transparency in relation to the Charity’s progress and financial management. In line with the requirements of the Charity Commission the Trustee’s Annual Reports can be provided to individuals on request. https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/235584
4	International Members should be able to participate the AGM via Team Link or any virtual source. AS technology is avoidable for all to invite international members. Especially old members who have been with CIM for more than decades.	International members can join the meeting online and are able to vote by proxy in advance of the meeting. All votes will be taken as a poll which means that proxies are included.
6	No questions at this time. It is great to see the positive financial position of our beloved Institute. Please keep up the good work.	Duly noted and many thanks.

7	<p>Considering the rapid evolution of the marketing landscape and our recent initiatives how does the Board of Directors foresee the integration of these efforts with emerging technologies like AI and what KPIs Key Performance Indicators have been set to assess their impact on our long term organization growth and membership engagement?</p>	<p>We continue to monitor the marketing landscape and ensure we offer content and products that engages our audiences. The recent success of our AI and Sustainability courses are examples. We have numerous KPIs across each part of the organisation that contribute to our core organisational measures. We have recently run two of a three event series on AI and the implications of it. These have been run in partnership with IBM and proved extremely popular.</p> <p>These are also areas of focus in our new qualification portfolio content which will be available to study from September 2024.</p>
8	<p>As a community we do unique events and sessions for our members. But most of them seem to be focused on the UK. How are we making the events sessions and knowledge more generic and beneficial to our international members?</p>	<p>There is always a balance to strike between generalist and specialist subjects and we try to cover these areas both through our events and content. Our international audience is an important part of our new organisational strategy and we will continue to ensure online availability as well as looking at ways we can improve engagement to ensure relevance with our international community. We welcome feedback and ideas</p> <p>Our content has a global audience:</p> <ul style="list-style-type: none"> • Marketers from across 134 countries listen to our podcasts • Our thought leadership articles on the Content Hub are read by marketers from across 194 countries • Insight from international members and leading marketers has been featured in our CMO75 and Impact of Marketing series to promote our voice internationally • We've also spoken at key events like AMC in Africa.
9	<p>AGM Mins 2022: A question was asked about events. The answer was a review taking place. It appears 12-months on nothing has happened in this space. There are only THREE in-person events scheduled on the CIM events page for all of 2024. As a method of collaboration and building a community please can the Trustees tell us what the conclusion was in the review mentioned in previous AGM? AGM Mins 2022: A question was asked about Sector Interest Groups. The answer was a review is taking place. It appears 12-months on nothing has happened in this space. As a way to bring collaboration and engage other industries please can the Trustees tell us what the conclusion was in the review mentioned in previous AGM? GROUP REPORT: What % of qualifications are the Marketing Leadership Programme? This seems to be rarely spoken about in comms and overshadowed by junior courses. Are Trustees confident that enough is being done</p>	<p>1) Events and content are important ways of how CIM engages audiences. We have a busy couple of months ahead with a number of online and F2F events with many more being planned for the rest of the year. Over the past year CIM has run 38 events across our regional, sector and university network. A good example of the value members put on our events are the engagement levels for our recent Brand Forum (+48%) and our Digital Marketing Conference (+59%) which increased significantly from last year, with both events selling out.</p> <p>2) Our sector interest groups are an important way to engage audiences. We have some, such as the Finance Group, which really is best in class. There is further work to do to support others and we will be focussing more on this on 2024. As with any professional body with members, a lot of activity relies heavily on the time and ability of volunteers to organise these events. The current SIGs do not by any means cover all sectors, and while the results of the review is that people would like a combination</p>

	<p>to promote this and to engage with senior marketers at a strategic level?</p>	<p>of both in person and virtual events, the biggest challenge is one of time and resource – both voluntary and staffed - and CIM is always open to fresh suggestions backed up with a solid business case.</p> <p>3) The Marketing Leadership Programme is, as raised, a smaller qualification than those at the lower levels. As a qualification it targets those marketers aspiring for their next move to be either senior team or C-suite, so these numbers will always be lower than other CIM qualifications</p> <p>The qualification is well respected and recognised for being a robust learning experience for a senior marketer. It is only offered by a few of our accredited study centres, both to maintain quality and an exclusive feel. Numbers will be growing as the qualification is currently being delivered by universities to support their Masters programmes. A good example of this is the collaboration with Cranfield University https://www.cranfield.ac.uk/som/postgraduate-apprenticeships/senior-leader-apprenticeship-portfolio/senior-leader-apprenticeship-marketing-and-l</p>
10	<p>The digital marketing landscape continues to develop at a dramatic pace and with it the types of people entering the profession. Once established routes into marketing are blurrier than ever with social media influencers and ‘start your own marketing agency’ entrepreneurs flooding the workforce. 1. How will CIM evolve to be the marketing body that represents all types of marketers?</p>	<p>A core part of our new organisation strategy is to ensure we grow our relevance for the whole marketing community and help marketers learn, develop and understand the expected standard of good practice as well as challenging bad practice. We continually assess the marketplace to ensure we stay up to speed and offer products and content that resonate with our audiences and the wider industry.</p> <p>Through collaboration and partnership CIM will endeavour to engage and support all types of marketers. By recently joining the Council of the Advertising Association, CIM will raise its profile with marketers involved with agencies, and by establishing a global professional marketing framework of competencies that will be so broad in its content that it will include competencies required by all types of marketers, so making it appealing for all types of marketers to engage with CIM. This is due to be launched in 2024.</p> <p>Also, these areas of focus are integrated into the new qualification portfolio content.</p>
11	<p>Why is the valuation of the Moor Hall Property so low?</p>	<p>We have no control over the valuation of Moor Hall as it is carried out by an independent surveyor who has been instructed by the bank. They compare Moor Hall to similar properties in the surrounding area and come up with a valuation. It is a paper exercise undertaken by the bank to satisfy themselves that any borrowing they</p>

		provide to CIM is adequately covered by the valuation of the Moor Hall property.
12	How are we bridging the regional salary gap with a standard minimum salary for Chartered Marketers on a regional basis?	The salaries that organisations pay their staff is an issue that only the organisations themselves can determine wherever they are based. CIM will be as supportive as possible in trying to bridge any regional gap by highlighting and promoting the value and impact a Chartered Marketer can bring to their organisation through their enhanced competency and being totally up to date with their knowledge.
13	Can we have Continental representatives in the Board? Don't lump us together as "The rest of the World".	From time to time the Board reviews its makeup to ensure that it is reflective of CIM's membership. This question will be raised with the Constitution and Ethics Committee.
14	As a professional body and with the UK being a major skills standards player what is the CIM doing to support international recognition of marketers to support membership growth but also fly the UK standards/accreditation flag outside of the UK?	<p>CIM has a presence in approximately 130 countries, some membership related, some qualifications focussed and some who cover both areas.</p> <p>CIM recognises all members in the same way, regardless of location and the same benefits are available to all. That said, there is currently a strong drive to improve the input of marketers across the globe and CIM is working with in country marketing institutes in Africa (Ghana, Nigeria), Europe (EMC), Australia (AMI), Asia (AMF) and the Middle East to build relationships globally and offer marketers a consistent view of the skills required, and the challenges faced by the profession wherever they are based.</p> <p>In 2024 CIM will be launching the Global Professional Marketing Framework (GPMF). This is a framework consisting of over 200 competencies that include strategy, marketing and soft skills exemplified through behaviours and values. CIM will trademark this framework, and then be proactive in approaching organisations based overseas to recognise this framework. This framework will then form the basis for Chartered Marketer CPD so that essentially Chartered Marketer status will become an internationally recognised 'license to practise' as the sign of a professional certified (by CIM) marketer.</p>