



Minutes of the Thirtieth Annual General Meeting
Held At 1030 on Tuesday 4 December 2018
Location Moor Hall, Cookham

The Chair welcomed those present and formally opened the meeting, confirming that it was quorate, and the Notice of the Meeting was taken as read. She confirmed that as there were no Special Resolutions, voting will be on a show of hands, moving to poll voting if necessary, with the result of proxy voting being announced at the end of the meeting. The Chair then introduced the front table:

Leigh Hopwood	Chair
Chris Daly	CEO
David Robinson	Finance Director
Joanne Saintclair-Abbott	Institute Secretary

There were 43 Voting Members present and apologies had been received from R Abeysinghe, G Argent, J Ashmore, L Beaumont, I Casson, A Chalk, M Davies, Lord Glendonbrook, A Hemingway S Mattis, E Mun See Au, I Sirisena, B Spicer, D Vickers and N Waite.

In addition, apologies were given for J Hartley and Professor McDonald.

1. To approve the Minutes of the 29th Annual General Meeting held on Thursday 7 December 2017 at Moor Hall, Cookham.

The Chair asked for approval of the Minutes of the 29th Annual General Meeting and this was proposed by Derek Milward, seconded by Dawn Holmes, and unanimously approved.

2. To receive and consider the Annual Report of the Board of Trustees on the business and activities of the Institute and the audited Annual Report and Accounts for the financial year ended 30 June 2018 and the Auditors' Report.

The Chair said that CIM has seen a turnaround from a £869k loss in 2017 to a £561k surplus in 2018, with total membership starting to grow again. This has been achieved by the Board and the Senior Management Team working closely together. She wanted personally to give a huge vote of thanks to Members and the Board for their support and counsel over the past year. On behalf of the Board she also thanked the CEO and his Senior Management Team, who addressed every challenge as it appeared and as a consequence has delivered an outstanding year.

The Chair added that an informal response from the Privy Council had not been received in order to bring the proposed amendments to CIM's Charter and Bye-laws to this AGM. However, it is aimed for these to be put to an EGM in 2019.

The Chair then handed over to the Finance Director, who took the meeting through the consolidated Accounts. Income of £14.2m is 2.4% higher than the revenue recorded last year. Training revenue grew by 4% and the Conference Centre also recorded 4% growth. As a result, CIM saw a dramatic improvement with a consolidated operating profit before exceptional costs of £839k (2017: £486k operating loss), and after accounting for interest payable, exceptional items and taxation, there was a profit of £561k (2017: £869k

deficit). The total net worth of CIM as at 30 June 2018 was £4.0m, with cash in the Bank rising by £1.4m. CIM is now in a strong position and has received a clean Report from the Auditors.

The CEO said that CIM will continue to focus on transformation. The strategy still has eighteen months to run and work will start on the next strategy in Spring 2019. CIM needs to be brave, bold and different and he thanked the Members for their support.

The Chair handed over to Kate Gardhouse, the Director of Customer Experience and Operations and Gemma Butler, Marketing Director who presented on customer engagement to the meeting.

The Chair then opened the meeting to questions.

Peter Tomkins said that he was pleased to see the financial turnaround in the past year. He said that Membership is a key area but CIM has a strong base with its site and now its income. He believes that CPD and Chartered Marketer status should be made more accessible as some will not fill in their CPD, particularly older Members. Peter asked what the target sector was for members and the CEO advised that CIM is trying to retain students by making qualifications the start of their relationship with CIM.

Peter also asked what the position was regarding a CIM President and the Chair explained that twelve months ago CIM was not in a position to look for a President and the Board is now considering options for the role of President.

Kelvin Golding asked what CIM was doing to promote the twentieth anniversary of Chartered Marketers. Gemma Butler replied that plans are being progressed to align 'Chartered' with 'Professionalism' in the marketplace.

Michael Harrison congratulated the Board and Senior Management Team on CIM's turnaround and requested that CIM Fellows should not be forgotten. He questioned what plans were in place with regard to international development, as there are Fellows who could help. The CEO responded that CIM is reviewing its current international operations and will start to look at opportunities.

Adrian Turner asked that the proposed changes to the Constitution be shared with the meeting. The Chair explained that earlier this year CIM went out to Member consultation with a modernised Constitution. The final version will be available for members review ahead of the EGM.

Richard Storey asked whether CIM has any plans to integrate sales into marketing because he has always believed that sales is an essential part of the marketing process and this should be considered in CIM's future strategy.

The CEO commented that based on recent focus groups, people look for trust in the brand. Gemma Butler added that the Marketing Team has been looking at driving business growth and it works closely with the Sales and Customer Experience Teams to develop relationships.

David Stringer said that there are many sales people who need to understand Marketing and who therefore make a perfect target audience. The Chair thanked David for his insight.

Llinos Jonathan said that Artificial Intelligence is infiltrating the world of marketing and CIM should stand up for ethical marketing and issue standards. The Chair said that CIM had run an ethical campaign for social media and Gemma Butler explained that separate work has been done on GDPR.

Peter Tomkins said that the DMA and IDM are already doing this and CIM should not attempt to reinvent everything.

The CEO referred to the inclusion of ethical requirements within CIM's Code of Professional Conduct.

The Chair thanked Members for their questions and then asked for a vote on the Annual Report and Accounts. Jonathan Deacon proposed that the Report and Accounts for the year ending 30 June 2018 be approved and this was seconded by Peter Tomkins and unanimously approved.

3. To re-appoint Moore Stephens LLP as Auditors of the Institute until the Accounts are next laid before the Members in general meeting and to authorise the Board of Trustees to approve their remuneration.

The Resolution to re-appoint Moore Stephens as Auditors for a further year was proposed by Kelvin Golding, seconded by Richard Storey and unanimously approved.

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

The Institute Secretary confirmed the composition of the Board of Trustees for the coming year:

Leigh Hopwood	Chair
Jonathan Deacon	Vice Chair
Derek Milward	Vice Chair
Taffy Alahakoon	
Matilda Crossman	
June Dennis	
Nadi Dharmasiri	
Geraint Evans	
Kate Hamilton	
Dawn Holmes	
Gus MacIver	
Julian Rawel	
Fiona Spencer	
Allyson Stewart-Allen.	

The Chair introduced the Senior Management Team:

Chris Daly	CEO
Gemma Butler	Director of Marketing
Teresa Folkes	Director of Planning & Professional Development
Kate Gardhouse	Director of Customer Experience & Operations
Maggie Jones	Director of Qualifications & Partnerships
Sarah Lee-Boone	Associate Director of People & Organisational Development
David Robinson	Finance Director
Joanne Saintclair-Abbott	Institute Secretary
James Sutton	Director of Strategy Projects.

The Institute Secretary then informed the meeting of the result of the proxy votes, as follows:

Resolution 1

49 in favour, 1 against

Resolution 2

49 in favour, 1 against.

The Chair confirmed the conclusion of the business of the AGM at 11:45 hours and thanked all those present for attending.