

RESPONSIBILITIES OF THE AIME BOARD

Dear Prospective Board Member

Thank you for considering yourself for an AIME board position. The AIME Board is made up from highly respected representatives of their companies providing to AIME a cross mix of ideas and direction from the diverse membership.

As such, it is a highly responsible role as you will be representing your sector of Membership but does not create too many demands on your time.

Please take a moment to read this document (updated January 2016) and familiarise yourself with the role and the expectations that will be placed on you.

The Articles of Association for the Association for Interactive Media & Entertainment detail the Board as the “Council” and sets out the conduct and role of the Council. The role of the Council is reflected in this document.

If you wish for a copy of the Articles of Association, please contact Rory Maguire

BOARD MEMBERS:

The current Chair is Edward Boddington who has kindly agreed to remain on the Board for foreseeable future (with Board Support). The Chair position is elected by the board from the existing Board Members.

The Vice-Chair positions are as below and are also elected by the Board from the Board Members. The Vice-Chair takes over from the Chair in case of absence but also supports the Chair by working across the Board Members to help achieve the Boards objectives.

Elected Board Members (2014-2016) are:

- Barry Hayter ITV
- Chris Newell ImpulsePay and Vice Chair
- Edward Boddington Harvest Media
- Eric Feltn Safari Mobile (UK) Ltd and Vice Chair
- Jeremy Stafford-Smith Vodafone

- Rob Weisz Fonix
- Alan Partington Telecom2

Non-Elected Board Members are:

- Toby Padgham
- Rory Maguire Managing Director
- Sally Weatherall Strategic Brief (Board Advisor)

Although the Board represents a mixture of skills and contemporary knowledge across the industry that is represented by AIME Members, the board has the option to bring in (or opt-in) people with particular skill sets that are required to fulfil the direction that AIME needs to take. Opt-In Board Members do not have a vote.

Two people have agreed to be available for Board meetings as and when required to assist the board with their expertise.

Opt-In Board Members are:

- Alex Haffner Dentons
- Hamish McLeod Mobile Broadband Group

OVERALL BOARD RESPONSIBILITIES

AIME is a non-profit organisation, owned by its Members, although run as a Limited Company.

The purpose of AIME's Board is to ensure that the organisation serves its mission, its finances are in good order, its direction is set or altered to cater for changes in the Members operating environments and it is the mouthpiece of individual and collective Members.

The Board makes decisions that affect AIME as a collective. The board exists to ensure that the shareholders – the Members – interests are being upheld.

The AIME Board is also expected to contribute towards the success of AIME, to act as a conduit to increase Membership, prevent loss of Membership, participate in initiatives and working groups and share their individual expertise into AIME to help the Executive and Members to gain benefit from your expertise.

The Board does not have any financial liabilities and all Members are limited in their personal liability to £1 maximum.

Board Meetings concentrate on;

- Strategic consultations and decisions
- Direction of travel of the Executives activities
- Policy consultation and decisions
- Budget approval and governance
- Consider and where required, approve membership applications
- Set and monitor AIME's annual objectives & KPIs
- Adjudicate on members' conduct / AIME Code of Ethics when appropriate

Individual Board Members are expected to;

- Attend all Board Meetings
- Be an ambassador to outside interests
- Lead on at least 1 AIME forum/initiative/ working group
- Represent AIME at Industry stakeholder meetings
- Provide a communication channel for members views from their sector
- Assist with the expansion and retention of AIME membership
- To bring knowledge of their own area to others through Industry Education
- Update on key issues affecting the market
- Feedback to their sectors the direction of travel of AIME

More information on these activities is discussed later in this document.

BOARD MEETINGS

There are usually 5 board meetings per year taking approx 2.5 to 3 hours each.

These meetings take place at Members premises if they have the space to accommodate a meeting of around 15 people. AIME Executive has to find the location for around 20 large meetings during the year without undue cost, so is always grateful, when Members donate their meeting space.

If a situation demands, Board members will also meet using a conference call facility with web access to presentations.

Board Meetings examine AIME's progress since the last meeting, examines the direction that AIME is taking against its strategic and tactical plans, examines Sales and Cash-flow data and discusses and directs the AIME Executive on tactical and strategic direction to take from that point.

Topical items are also brought to the table for discussion if they are likely to be market or member affecting.

BOARD PAPERS

The draft Agenda is issued at least one week prior to a Board meeting with a request for Board Members to suggest additions to the agenda. It is vital that essential discussion items are given space on the agenda to make good use of time.

Board Papers are issued to the Board at least one working day ahead of the meeting but if possible, three days prior. Board Members are expected to be conversant with the Board Papers at the meeting and to be able to discuss the contents.

Board Papers usually contain:

- Last Meeting Actions
- Sales Report
- Finance Report showing the income and outgoings to date against budget and forecast to end of financial year (March)
- Industry Issues, Working Groups and Forums summary

Additionally, there will be background documents on any items on the agenda to be discussed.

MEMBERSHIP SALES

Membership always fluctuates as companies re-evaluate their budgets and direction each year and our objective is to be able to add £40k of new members to compensate for churn. Board Members who are active in their industries will know the companies that they and their peers deal with, far more than AIME Executive can through research or list management.

Board Members will be expected to provide contacts and referrals to the AIME Executive wherever possible so that we can discuss Membership with those companies and hopefully add new members. The more Members AIME has, the more funding is available for activities that will then benefit all AIME Members.

AIME web site holds the Membership pack that is useful for introducing AIME to new companies.

<http://aimelink.org/wp-content/uploads/2014/02/MembershipPackJan2014.pdf>

In a similar vein, Members that are considering leaving AIME (mainly for budgetary reasons, but could be through limited engagement) are encouraged to meet with an AIME Board Member to discuss their reasons.

WORKING GROUPS, FORUMS AND EVENTS

Board Members are expected to initiate, lead or play an active role in AIME initiatives, working groups, forums and events.

For the Board Member, it demonstrates their own and their company's premium position in the industry and it provides valuable expertise and energy to the considerable amount of activities that AIME undertakes on behalf of its membership.

Working Groups and Forums need thought leadership and an enthusiastic driver behind the activities (supported by the AIME Executive). Forums need contribution on good speakers relevant to the forum topics and AIME events need Board Members to present on their specialisation or to provide colleagues who have interesting specialisation.

Initiatives are stimulated by all Members, but channelled through Board Members.

TRAINING

Training for Members and potential Members is a good source of revenue for AIME and allows Members to share expertise across other Members that will benefit from that expertise. Members who have built training courses and trained in the past have gained material benefit themselves by educating the value chain below them, educating regulatory staff or building relationships for future sales activity.

BLOGS AND WHITEPAPERS

One of AIME's strengths is the information that is provided to Members, through White Papers and Blogs. Whitepapers tackle particular topics and generally have conclusions or recommendations; Blogs are an opinion on a topic, generally inviting further commentary.

Both are encouraged from Board Members for contribution for the AIME website.

The matrix on the next page represents the activities that are required from the board. After the Board elections, this matrix will be discussed to allocate people to activities.

AIME EXECUTIVE

The AIME Executive is the core of the organisation and runs the day to day operations, account management, regulatory meetings, industry meetings, events, training etc. The people that make up the team are:

- Rory Maguire - Managing Director rory@aimelink.org
- Andrea Putnam-Moorcroft - General Manager andrea@aimelink.org
- Catherine Easton – Financial Controller catherine@aimelink.org
- Toby Padgham toby@aimelink.org
- Vacancy: Market Development Manager vacancy@aimelink.org

If you need any help in your Board position, please contact any of the executive.

	FUNCTIONS/AREAS OF RESPONSIBILITY							
Board Member	Forum and Working Group Leadership	Regulatory Meetings	Best Practice	Events	Training	White Paper and Blog Writing	Sales Targets	Other
	Interactive Broadcast	PhonepayPlus	PTV using Mobile	Future of Interactive		Developments in interactive Broadcasting	Other TV and Radio companies	
	Broadcast Charity Working Group	PhonepayPlus Treasury HMRC IoF					Charities	
	Charge to Mobile Working Group	PhonepayPlus FCA Ofcom Payforit MG		Mobile Payments		MNO Activities Payment developments	L1 and L2 Customers MVNOs	
	Digital Marketing Working Group					Advertising Ad blocking Digital malpractices	L1 and L2 Customers	
	Voice Services Working Group						Fixed line value chain	

	FUNCTIONS/AREAS OF RESPONSIBILITY							
Board Member	Forum and Working Group Leadership	Regulatory Meetings	Best Practice	Events	Training	White Paper and Blog Writing	Sales Targets	Other
	Charity Text Working Group							
Toby Padgham		PhonepayPlus		K&N				
Rory Maguire		All Regulators		Mobile Payments	Payforit PRS Foundation	Bulletin		