

aimm Board responsibilities

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

If you wish for a copy of the Articles of Association, please contact [aimm](#) for a copy.

Overall Board Responsibilities

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

The purpose of aimm’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 aimm as a collective. The Board exists to ensure that the shareholders - the members - interests are being upheld.

The aimm Board is also expected to contribute towards the success of aimm, to act as a conduit to increase membership, prevent loss of membership, participate in initiatives and working groups and share their individual expertise into aimm 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 liability to £1 maximum.

Board Meetings concentrate on:

- Strategic consultations and decisions
- Policy consultation and decisions
- Budget approval and governance
- Consider and where required, approve membership applications
- Set and monitor aimm’s annual objectives & KPIs
- Adjudicate on members’ conduct / aimm Code of Ethics when appropriate

Individual Board Members are expected to:

- Be an ambassador to outside interests
- Lead on at least 1 aimm forum/initiative where possible
- Represent aimm at Industry stakeholder meetings
- Provide a communication channel for members views
- Assist with the expansion and retention of aimm membership
- To bring knowledge of their own area to others through Industry Education
- Update on key issues affecting the market

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

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Board Meetings

There are usually 4 board meetings per year taking approx 3 hours each. The last meeting of the year incorporate a Christmas lunch in London.

Board members are required to attend all these meetings and contribute during the meeting, whether through their field of expertise when required, or to complete any actions given to them. If you cannot attend some meetings in person we will provide conference call facilities so that you can join remotely.

If Board members miss more than 2 - 3 meetings a year, their position on the Board will be need to be reviewed, due to them being unable to fulfil their Board responsibilities.

These Board meetings take place at members' premises if they have the space to accommodate a meeting of around 15 people. If this is not possible aimm will hold these at external premises. aimm 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 aimm's progress since the last meeting, examines the direction that aimm is taking against its strategic and tactical plans, examines Sales and Cash-flow data and discusses and directs the aimm 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
- Current industry issues for discussion
- Sales Report
- Finance Report showing the income and outgoings to date against budget and forecast
- Industry Issues, Working Groups and Forums summary

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

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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 aimm Executive can through research.

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

In a similar vein, members that are considering leaving aimm (mainly for budgetary reasons, but could be through low engagement) are encouraged to meet with an aimm Board member to discuss their reasons to see what aimm can do to ensure value to encourage retention.

Working Groups, Forums and Events

Board members are expected to initiate, lead or play an active role in aimm 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 aimm undertakes on behalf of its membership.

Working Groups and Forums need thought leadership and a driver behind the activities (supported by the aimm Executive), forums need contribution on good speakers relevant to the forum topics and aimm 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 aimm 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.

Reports and Whitepapers

One of aimm's strengths is the information that is provided to members, through White Papers and Reports. Whitepapers tackle particular topics and generally have conclusions or recommendations.

<http://aimm.co/reports/>

Both are encouraged from Board members for contribution for the aimm website.

The aimm Executive

The aimm 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:

- Toby Padgham - Chief Executive toby@aimm.co
- Joanna Cox - General Manager joanna@aimm.co
- Andrea Putnam-Moorcroft - Operations and Events Manager andrea@aimm.co
- Catherine Easton - Financial Controller catherine@aimm.co

General contact

Team email info@aimm.co

Phone 01252 711443

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

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