

## **Minutes of the ABPCO AGM**

**Tuesday 21<sup>st</sup> June 2022 – via conference call 9.30am – 11am**

### **Member Attendees:**

Adam Baggs, Alison D'allessandro, Allison Garoghan, Amy Whitehouse, Ann Stark, Anne Taft, Barbara Calderwood, Caroline Mackenzie, Caroline Windsor, Charlie Smith, David Parker, Emma Duffy, Emma Thurlow, Emily Bexley, Gemma Lamb, Gemma Savage, Heledd Williams, Helen Quick, James Musgrave, Jane Elsom, Jo Powel, Jordan Whittington, Judie Counce, Kate Sargent, Katie Bolton, Laura Tythcott, Laura Wilson, Leanne Planche, Lindsay McClenaghan, Louise Edwards, Louise Wyborn, Marchella Mitchell, Marion Rankin, Mark Ford, Martin Linfield, Matt Davenport, Melissa Sobo, Michael Smith, Millie Clarke, Nikki Pearce, Paul Gentry, Paul Szomoru, Peter Vlachos, Rachael Lee, Ross Stewart, Samantha Salisbury, Samantha Shamkh, Sammy Connell, Sandra Eyre, Sanj Kumar, Sarah Byrne, Sarah Fitzpatrick, Sarah Leigh, Shelley Spencer, Steven Daun, Susan Hayden, Susan Staniforth, Suzanne Singleton, Therese Dolan, Winnie Dehaney

### **Apologies:**

Aileen Crawford, Candice Kass, Catherine Duhaut, Charlie Silva, Chrissy Eden-Smith, Clare Beach, Clare Gallagher, Davina Keen, Garth Halliday, Gaynor England, Holly Lewis, Jacinta Scannell, Jasmine Rushton, Jennifer Jenkins, Jude Cosway, Julie Archer, Kathleen Warden, Katrina Cinus, Kim Stephen, Parul Patel, Rhodri Thomas, Rob Eveleigh, Rose Padmore, Sandro Carnicelli, Sue Page, Uta Boger Brown, Vicki Grant, Vicky Comber, Winnie Dehaney

Welcome from the Joint Chair – Michael Smith

### **Item 1 – Opening Remarks by Michael Smith**

Welcome and today's agenda introduced.

### **Item 2 – Minutes of the 34th Annual General Meeting (Chair)**

David Parker proposed, and Sarah Byrne seconded that the minutes of the 34<sup>th</sup> AGM held virtually on Thursday 24<sup>th</sup> June 2021 be APPROVED and signed as a correct record. AGREED unanimously.

### **Item 3 – Changes to the constitution**

2 proposed changes to the constitution – 6.5 and 6.8

6.5 removal was voted on unanimously and proposed by Barbara Calderwood and seconded by Emma Duffy

6.8 change to include industry as potential joint chair. Arguments for and against were offered by Emma Duffy and Barbara Calderwood. An official vote was then carried out.

It was close, but by a small majority, the membership voted not to approve the change to point 6.8 of the constitution.

### **Item 4 – Adoption of accounts for financial year ending 30<sup>th</sup> April 2022. Martin Linfield**

Martin presented a report on the audited accounts. He noted that the official audited accounts are available from Heather Lishman if anyone would like to study them. They show an income of £116,101 giving a surplus of £17,678

Much better than we had budgeted – which was for break-even with the impact of covid.



Our industry Partners and Members continue to help us maintain the level of fees and activity for all members. Our aim is to keep corporate membership at the same proportions of total membership i.e. a maximum of 1 industry member to every 2 full members

Our financial goals are:

- Strengthen a financially strong, relevant and forward-thinking ABPCO
- Strengthen retention of loyal followers and attract new audiences
- Generate new revenue streams
- Foster change and strengthen agility

Kate Sargent proposed, and Caroline Windsor seconded that the accounts be adopted.

#### **Item 6 – appointment of auditors for the financial year 01/05/2022 – 31/04/2023**

Martin recommended that we remain with the accountants Jon Essam & Co Ltd

David Parker proposed, and Steven Daun seconded

**Item 7 – Martin outlined the membership fees for 2022 – 2023** – revert to pre-pandemic for renewals for existing members, and that multi-member discounts are still available and the ‘refer a friend’ scheme.

#### **Item 8 – A recap of 2021-22 – Barbara/Mike**

Barbara thanked our industry partners and members for their support.

Michael gave a reminder of the key strategic goals in the published business plan and an overview of the membership percentage by membership type. The key goals were:

- Empowering our ABPCO community to get involved in our taskforces
- Staying relevant in our industry and strengthening our voice in our external communications, networks and events
- Providing valued education through our roundtables and chat forums
- Providing a secure environment for our members to learn and share from each other.
- Introducing ABPCOs inaugural Festival of Learning

Steven Daun gave an overview of the Festival of Learning and thanked the task-forces, speakers, sponsors, stakeholders and delegates. The feedback is being considered and will be used to plan the next event.

Adam Baggs gave a recap of the communications strategy and results including the case studies and double page spreads following the excellence awards, and the stats on social media engagement.

#### **Item 9 – New members**

Barbara welcomed all of the new members that have joined us during the last year – and we hope to meet you at a live event very soon.

#### **Item 10 – The ABPCO Executive Committee**

Heather led a thank-you to the retiring members of the ABPCO Executive committee; Shelley Spencer and Rob Eveleigh – and thanked them for their contributions

We agreed to again increase the size of the executive as we have ambitious plans, and a number of taskforces. We also agreed to extend Martin’s tenure as Treasurer for a year as he has a deep-rooted understanding of the finances and our goals. The larger executive also gives a better base for succession planning.

Delighted to welcome; Gaynor England from Abstract Events, Laura Wilson from Speakeasy and Samantha Shamkh from ExCel London  
Jane Elsom proposed, and Therese Dolan seconded

Heather also thanked Barbara Calderwood and Michael Smith who finish their terms as joint-chair but will remain on the executive for one further year.

Barbara and Michael then welcomed Emma Duffy from the Stroke Association and Sarah Byrne from Mosaic Events who we went out to the membership to endorse as Chairs.  
Jo Powel proposed, and Sammy Connell seconded

**ABPCO Committee**

| Name               | Category         | Role        | Appointed    | Period  | Time left on Exec at June 21    |
|--------------------|------------------|-------------|--------------|---------|---------------------------------|
| Martin Linfield    | Industry         | Treasurer   | January 2017 | 3 years | Co-opted for an additional year |
| David Parker       | Full in-house    |             | June 2019    | 3 years | 1 optional                      |
| Michael Smith      | Full in-house    |             | June 2019    | 3 years | 1 optional                      |
| Barbara Calderwood | Full agency      |             | June 2019    | 3 years | 1 optional                      |
| Garth Halliday     | Full in-house    |             | June 2021    | 3 years | 2 years + 1 optional            |
| Emma Duffy         | Full in-house    | Joint Chair | June 2021    | 3 years | 2 years + 1 optional            |
| Jane Elsom         | Full in-house    |             | June 2021    | 3 years | 2 years + 1 optional            |
| Sarah Byrne        | Full agency      | Joint Chair | June 2021    | 3 years | 2 years + 1 optional            |
| Samantha Salisbury | Full agency      |             | June 2021    | 3 years | 2 years + 1 optional            |
| Steven Daun        | Industry         |             | June 2021    | 3 years | 2 years + 1 optional            |
| Dr James Musgrave  | Academic         |             | June 2021    | 3 years | 2 years + 1 optional            |
| Gaynor England     | Full Agency      |             | June 2022    | 3 years | 3 years + 1 optional            |
| Laura Wilson       | Associate Agency |             | June 2022    | 3 years | 3 years + 1 optional            |
| Samantha Shamkh    | Industry         |             | June 2022    | 3 years | 3 years + 1 optional            |

**Item 11 – Business Plan 2021 – presented by Sarah Byrne and Emma Duffy**

An overview of the strategy days was presented with the key focus this year to include:

- Membership growth – 200 PCO members by 2027
- Organisational growth - £200k in revenues by 2027
- Increase segmentation to strengthen value proposition and attract early careers
- Amplify external voice – supported by a redesigned website and relevant research
- Be the voice of the PCO supported by relevant research into EDI and sustainability.

1. Deliver excellence
  - a. Collaborate with academics on research needed for future-proofing
  - b. Research opportunities with the membership to provide thought leadership – pulse point surveys
  - c. Aim to be more segmented in our approach
2. Provide learning
  - a. Encourage knowledge sharing and professionalism throughout.
  - b. More for early careers
  - c. Bring in more external professionals
  - d. Re-look at the format of our learning and opportunities to widen our appeal
  - e. Debunk the industry ‘jargon’ on our website
  - f. Agree the future direction for the Festival of learning
3. Celebrate achievement - **Excellence Awards December 2022**. Save the date! – 8 & 9 December 2022
  - a. Stand-alone celebration with an added community education session, Industry Partner exhibition and networking
  - b. Some new awards – including some that are open to non-members
  - c. Wider judging panel
  - d. Sponsorship opportunities
  - e. Pre-event production of the presentations
  - f. Voting by the membership on the day.
  - g. Interested in helping us make this the best yet? Please join our task-force!
4. Strengthen value proposition
  - a. Grow membership – particularly in-house PCOs
  - b. Promote ‘member get member’ benefits
  - c. Revisit mentoring and consider an ABPCO Ambassadors Programme
  - d. Introduce regional networking groups
  - e. Recruit a part-time freelance membership development executive to help support this
5. Amplify external voice
  - a. Find more opportunities for knowledge sharing, research and influence with other associations and Government bodies
  - b. Focus on commercialisation and sponsorship
  - c. Talking heads – what are our superpowers!
  - d. Website evolution / redesign
  - e. Investigate official ‘badges’ for LinkedIn profiles of members

The web-site – we want it to support you, so please complete this survey to let us know what you would like to see changed <https://www.smartsurvey.co.uk/s/AL85CB/> Then we can prioritise.

Emma introduced the expansion of the task-forces, and explained that each will have key strands that run through all

- Sustainability
- Equity, diversity and inclusivity
- Digital infrastructure
- Value proposition
- Web-site redesign

Then each of the task-force leaders / spokespeople introduced their task-forces.

Membership Growth – introduced by Sammy Connell

- Key responsibilities
  - Accreditation (separate committee – well established)
  - Membership growth
  - Affiliate organisations
  - Networks and partnerships
- Key objective – 200 members by 2027

Organisational Growth – introduced by Steven Daun

- Key responsibilities
  - Commercial
  - Product range
  - Financing growth
  - Sponsorship
- Key objective - The group will work on existing projects and create new events/strategies to drive the commercial side of the association, with our key objective of supporting the association to achieve £200,000 revenue – By 2027

Advocacy – introduced by Dr James Musgrave

- Key responsibilities
  - Marcomm
  - Thought leadership
  - Research
  - External voice
  - Publications
  - Media Features
- Key objective – increase the profile and recognition of the PCO community

Learning – introduced by Jo Powel

- Key responsibilities
  - Schedule of learning
  - Festival of learning
  - Networking
- Key objective – to deliver valuable and relevant education and networking opportunities to members

Jo also highlighted the upcoming programme of events, and asked that anyone who can share their expertise for the ‘attract and grow talent’ roundtable to let Heather know.

Calling any other volunteers – please email [heatherlishman@abpc.org](mailto:heatherlishman@abpc.org)

**Item 12 – Results of the constitution vote** - See item 3

**Item 13 - Questions from the membership** - No questions put forward

**Item 14 - AGM and members meeting closed at 10.45am**

A recording was made of the event – and will be published with the minutes on the website.