



COMMUNICATING CHANGE Foreword by Simon Best, chief executive

You might not be aware of it, but big changes are afoot. After a detailed consultation process, we are about to undertake a major shift in the way we communicate to our groups.



We have not rushed into this, so forgive us that we have not embarked on it sooner. But it had to be robust, and understood and developed internally before rolling it out across the network.

We've listened to what you have had to say, and acted accordingly. And the end result is IAM Inform.

IAM Inform is not an endless series of newsletters. It's a whole new way of approaching the complex issue of how we communicate to such a geographically widespread network; bringing you all the latest developments from the IAM: news that's relevant to you, timely, to the point and written in clear language.

The first part of this is **IAM Inform: Breaking News**. This will be a weekly e-news bulletin sent to Group Chairs, Group Secretaries, Treasurer, Chief Observer and Group Committee Members. These people will receive Breaking News every Wednesday morning without fail.

The purpose of Breaking News is to ensure IAM updates are not sent to you ad hoc from a host of different people; they will all be contained here.

IAM Inform: Monthly Business will go to Group Chairs, Group Secretaries, Treasurer and Chief Observer, and be issued in the last week of each month. Unlike Breaking News which will tell you about immediate operational matters, Monthly Business will take an overview approach to the business and where the IAM sits in the market.

Next we have **IAM Inform: Campaigns**, which you will receive on the last Wednesday of each month. The same group of people as Breaking News will receive this mailing, which will be all about the latest promotions the organisation has in the pipeline for the month ahead.

IAM Inform: Technical Updates will go to Group Chairs, Secretaries, Chief Observers and National Observers (IMI). All current driver and rider technical updates along with links to where you can find the source material will be found here. Technical Updates will be sent on the first Wednesday of each quarter.

Also in the first Wednesday of each quarter will be **IAM Inform: Procedural Changes**, aimed at Group Secretaries, Group Chair, Treasurers, Chief Observers and DTE Users.

We will be using this bulletin to talk to you about new processes within the IAM and the way we do business with you and in the market in general.

Finally we will have **IAM Inform: Functional**. For the Group Chair, Group Secretary and Treasurer, Functional will be once a year and highlight insurance renewal details, GARs, and so on.

Pat Doughty, operations director, is our champion for the project. All of these bulletins will be co-ordinated by Rodney Kumar, senior communications executive, who has recently joined the communications team.

So please give them your support as these bulletins develop, grow and evolve. They will really want your feedback and co-operation along the way.

And I have no doubt we will set the standard by which all such communications will be judged.

Simon Best
IAM chief executive



FORUM AND CONFERENCE: DON'T MISS YOUR CHANCE



Don't forget that the IAM Annual Conference takes place on 1st and 2nd November 2014 at Aston University Business School in Birmingham; look out for your invitation which will be sent out during August.

Following the structure from previous years, the first day will be for car groups and the second day the agenda will move onto bike groups.

Your regional operations manager will be contacting you shortly to ensure each group sends delegates to the first ever autumn forum, where the subject matter for the conference will be discussed.

This is the perfect opportunity to influence the debate for the forthcoming conference, so don't miss out on this chance.

The autumn forum will feature a short update on the latest developments from Chiswick, after which the discussion will move onto the workshop content and focus on the areas of concern to you. The forum will capture your views at the specified prompt points and feed them back to the IAM, so they can be actioned ahead of the conference.

Please note your concerns can't be tackled directly at the forum, but will be where possible addressed during the workshops at the conference itself.

The conference will feature five workshops; with the workshop topics being announced well ahead of time, it gives groups the chance to send the most relevant person to the correct workshop.

The five workshops are IMI National and Local Observer Qualifications, Standards – Driving and Riding, Group Structure, Communication and Overall Strategy.

Information on areas for discussion within each workshop will be available well ahead of time to allow all delegates to prepare fully. Remember this is your opportunity to shape the future direction of these areas, so don't miss out.

LOCAL OBSERVER QUALIFICATIONS

You are no doubt aware there is a new process for Local Observer Qualifications, and comprehensive information has been sent out by regional operating managers.

The new process is in operation now so do ensure you are familiar with the changes. In short the initial pilot for the qualification process which

took place in two regions was found to be too complicated and overly time consuming for volunteers. That feedback was noted and a simplified process devised.

If you have any questions on the new system, contact your regional operations manager or email support@iam.org.uk



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