

## The IAM welcomes its new Chief Executive Officer Sarah Sillars OBE:

Sarah has a wealth of experience in the automotive industry and until the end of December headed Semta – the sector skills council for engineering and advanced manufacturing.

Having headed the Institute of the Motor Industry for more than a decade and worked with Ford and PAG for a similar length of time, Sarah continues to be a vice president of the IMI and also of BEN, the industry charity. She is an automotive examiner at Loughborough University.

She was made an Honorary Fellow of the IMI and awarded the OBE in the Queen's Birthday Honours list.

Sarah is a recognised industry figure and holds a number of directorships for leading companies including Marshall of Cambridge, The MCIA - Motor Cycle Industry Association and Remit, for the RMIF.



## FACING THE FUTURE WITH CONFIDENCE

By Sarah Sillars OBE, chief executive officer

**This is a time of renewal, growth and energisation and I am delighted to be at the helm of the IAM exactly at a time when opportunity abounds.**



Having worked in the automotive industry for many years I am in no doubt that the years ahead will prove exhilarating.

Our work at the IAM has never been more relevant to the man, woman and child in or on our vehicles – or in our streets. Our job is to ensure that they and other industry bodies recognise that – and support the institute in our work.

There is evidence to suggest that as vehicles become safer and more sophisticated, driving habits and standards can slip. Drivers and riders could be in danger of becoming too reliant on the electronic systems on board and fail to recognise their responsibilities to drive in a safe and sensible manner.

Further technological advances in the years to come will present real challenges to drivers and riders, and arguably to the IAM.

We need to embrace these issues – and ensure that our ethos, expertise, knowledge and passion are never deemed to be dated.

My aim is to further bolster the plans put in place by my very able predecessor Simon Best – and to ensure the country continues to cherish the vital work that we carry out.

You can also be sure that I will be visiting as many of you as I can as the months go by. And I want to hear your honest opinions about everything connected to the IAM. If I don't know what concerns you, I can't do anything about it. It's that simple.

So let's be bold – let's be confident – and continue to make an invaluable difference.

SARAH SILLARS OBE



## SKILLS DAYS PROVE A SELL OUT



The start of 2015 has seen a dramatic surge of interest in IAM Skills Days, with several sessions selling out within hours of the phone lines going live.

Skills Days offer stimulating learning experiences on well known, challenging circuits with IAM instructor guidance throughout. They feature at least six separate 'on-track' sessions in your own vehicle or bike with the focus on anticipation, cornering, planning, smoothness and understanding how your machine performs in a variety of situations.

The booking lines opened on 20 January, and within 50 minutes the riders' day at Thruxton on 17 April had sold out.

The Thruxton riders' days on 28 May and 3 July also sold out the same day, while the 17 September bike day also was booked out within three days.

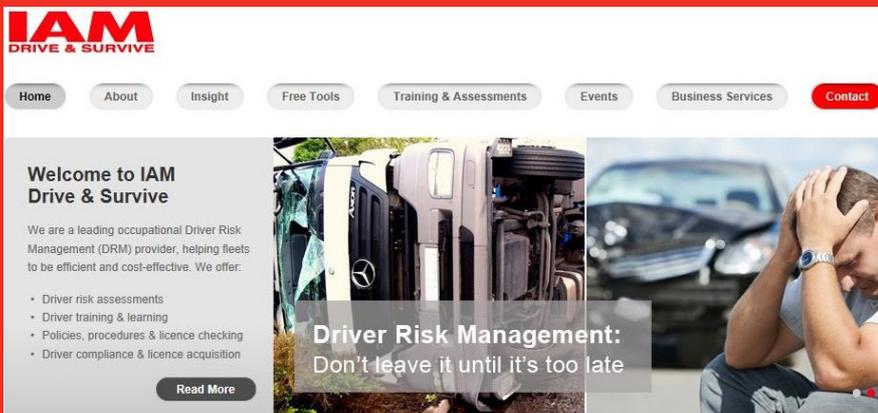
However there are spaces still available on the following: 12 May Croft car day, 13 May Croft bike day, 2 July Thruxton car day, 22 September Croft car day and 23 September Croft bike day.

Paul Woozley, membership development manager, said: "The success of our skills days was boosted by several factors; firstly the regional managers worked tirelessly with the groups to organise and publicise the days so that more of our members were aware they were coming up. A 'booking lines now open' date was widely publicised to members and groups in advance, building great anticipation. Finally, as one day sold out our members took the opportunity to book the next available date rather than miss out.

"It has been largely the motorcyclists who have been keen to participate. We still have places on our car days."

Paul added: "This year will be the year of activities at the IAM, we have plenty of other events coming up which we will be fully publicising."

## IAM DRIVE & SURVIVE GETS FACE TO FACE



2015 is the year IAM Drive & Survive will be getting face to face with health and safety professionals from some of the biggest companies in the UK. And such close contact is a huge advantage when you're selling a service that means your sales people really need to be consultants.

Hopefully, the new financial year will get off to a good start on the back of some very warm leads generated at the Occupational Safety and Health Forum (OSHF), taking place at Stansted on 5 February. Whilst any sales team would welcome as many leads as possible, the risk management

market dictates that it's better to have quality over quantity, something the format of the OSHF should afford business development managers Tracey Speke and Wendy Venus.

The OSHF is different to most other trade events in that it sets up face to face meetings between suppliers and prospects, rather than leaving it to chance; many expos rely on visitors walking around an exhibition hall to meet with suppliers. And with OSHF being just one day in duration, it's going to be busy with up to 24 meetings scheduled for each supplier.

The Occupational Safety and Health Forum takes place at the Radisson Blu Hotel, Stansted Airport on Thursday 5 February.



## NEW YEAR, NEW IDEAS, NEW IAM

By Neil Hawley, group sales director



It would be fair to say that 2015 will see some pretty major developments here in Sales at the IAM, and we are excited to

share our plans with you. I hope you will be impressed by what you read.

For Drive & Survive, we will continue to target UK fleet users with the development of our own Fleet Monitor Portal, which is an internal online system for customers.

Our big focus for the year is our developments with small and medium enterprises and launching a new online shop.

The online shop will really open many doors for us. The logic behind this is that the IAM isn't big enough to send large numbers of people out to knock on the doors of small and medium-sized companies, but want

to offer them something special and build those relationships.

So we are developing a suite of products which these customers can buy easily online. Documents available will include driver policy, driver guides, risk assessments, e-learning and licence checks – in fact everything a business user might need to ensure they and their drivers meet and exceed all legal requirements and stay safe.

The online shop will be simplicity itself with a 'click to buy' facility. The customer will then be contacted by AJ Akhtar and Dan Tyler here at Drive & Survive to follow up on any further training needs they then have.

The other major drive we have is a series of partnerships to ensure we are broadening our base while taking advantage of the skills others have. We are linking up with risk management company FMG and fleet management company Interactive Fleet Management (IFM) for exactly these reasons.

Our other new partnership is with Ashford Lightfoot which offers an in-cab system of eco-driving. We will deliver that training, while they will monitor it.

What everyone must realise is that commercial businesses don't sit still for a second. We have to evolve simply to stay up-to-date, let alone be ahead.

We are very much calling on your help to make sure what we have is known to as wide an audience as possible. Sales will keep you informed through Insight and the members' area of the website of what new products we have to offer.

And if your employer has fleet requirements, we are happy to meet with them and work together if they have a need for our services and products.

So the final partnership is with you. We look forward to making it a growing one in 2015.

## DATES FOR THE DIARY



If you have just bought a 2015 calendar or diary, here are a few dates to add into it. We can tell you that the 2015 IAM Annual Conference will once again be held at Aston University Business School in Birmingham and take place on 24 and 25 October.

Also taking place at Aston University Business School are all of the year's National Regional Group (NRG) meetings. Those dates are 7 March, 20 June and 14 November. If you have any items that you wish to be considered for these meetings, please contact your NRG representative and advise them.

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