

CORPORATE MEMBERS' ADVISORY GROUP

6 July 2018, 11.00am – 3pm, including lunch
Location – Fourth Floor, 356 Holloway Road, London N7 6PA

Attendees: Robin Osterley (CEO, Acting Chair), Adrian Barker (ARB Recycling), Jayne Cartwright (The Charity Retail Consultancy), Colin Day (Choice Textile), Rob Finley (Cybertill), Tony Hilton (Charity Fleetcare Alliance), Susan Meredith (Head of Member Service, minutes), Janet Northway (Propress), Richard Sheppard (Shopfittings Manchester)

Apologies: Sonia Fletcher (Eproductive)

Notes from the meeting

1. Apologies for absence and introductions

Robin Osterley (RO) welcomed all to the meeting and noted the above apologies.

2. Minutes from the last meeting, 13 December 2017

- Point 4, second bullet point – first Corporate Membership newsletter due out July 2018
- Corporate Members' logo – SM has mentioned this to Mark Chapman, the CRA's Communications and Campaigns Executive.
- JC pointed out a typo in point 2, second bullet point, end of first para.

3. Conference 2018

The group in turn gave their feedback on Conference 2018. Feedback and action points were as follows:

Exhibitor behavior:

Eavesdropping on stands

Exhibitors should not be entering prize draws

Exhibitors badmouthing other exhibitors

Alcohol should not be brought in from sources other than EMCC for consumption during the exhibition

Action point: Include 'Exhibition Etiquette' into agreements

Charity delegate bursaries:

There should be more bursaries through sponsorship by Corporate Members and/or, as JC suggested, the largest charities could support conference attendance fees for the very small charities.

Action point: SM will look at this for 2019 with the Events Officer.

Stand break down, Tuesday lunch time:

CRA should be stricter in making exhibitors stay
Introducing a fine or revoking membership for those who don't comply was discussed

Breaking down stands early is a health and safety breach

Eventpro / Security to police

Action point:

SM to put this in action for Conference 2019

RO to write to all exhibitors advising of measures and consequences -

DONE

Headline Sponsorship:

The CRA need to improve Headline Sponsorship benefits in terms of ROI.

Action point: SM will do this for 2019

Awards photos:

There were no professional photos of the individual winners for use in publicity and press. RO apologized on behalf of the CRA and explained there was a breakdown in communication with the photographer – a misinterpreted instruction.

Too many representatives from a particular sector:

It was agreed that this is difficult to regulate, and while the number of stands available is roughly equal to demand, no action will be taken for 2019.

Exhibitor surgeries:

There were many bookings but not many people turned up. The time of day isn't the best. But there is nowhere else to move them to without impacting on other exhibition time.

Action points:

- Exhibitor surgeries to be one 30-minute slot 4.20 – 4.50pm
- Promote them more in the programme and add biographies (it was felt that all speaker biographies should be brought back – even if this meant a bigger programme). SM/RO to discuss with CRA team re bigger programme for 2019.

Exhibition only tickets for procurement professionals:

- TH suggested free tickets should be made available for charity procurement professionals as a way of encouraging them to visit the exhibition. RO advised that there had to be a cost attached due to e.g. catering costs, but this need only be a very small charge e.g. £15. Susan will look into this with the Events Officer for 2019.

Other comments/ideas:

- Priority treatment of longstanding members. SM advised this is done to an extent already, after random selection of sponsorship packages.
- Fee structure on basis of zoning of stands. SM will look at this.
- Police stand allocation a bit more – e.g. huge shopfitters' stands should go against walls/in corners. SM will do this.
- Coffee was bad. CRA will feedback to EMCC.
- Service at EMCC bar and Orchard Hotel bar was slow. CRA will feedback to EMCC.

Positives:

All had largely positive experiences

AB – Great feedback from his team

JN – Spoke to more people higher up the chain

TH – Alex did a great job

4. **AOB**

- TH – cost of stands at other CRA meetings is too expensive.
- All agreed this meeting should run from midday to 2pm in future.
- It was clarified that tenure of CMAG members is 3 years, therefore all up for election in 1 year's time.
- RO advised that he will seek a charity member Chair for this group.