



# Board Election Pack

2024

# > Introduction

Thank you for your interest in joining the board of the Institute of Promotional Marketing.

Being a part of the IPM Board means being a part of a long-standing institute, deep rooted in championing the role of promotional marketing within the marketing industry.

As well as affording the opportunity to govern this outstanding organisation, you will play a vital role in ensuring the IPM continues to Protect, Promote and Progress the promotional marketing industry.

Enclosed you will find a detailed role description, person specification, key skills form and declaration.

The IPM is looking for up to 6 new Board Members comprising of 2 representatives from each of the following areas, **Agency, Brand and Service Provider**. Registered voting members will be sent instructions on how to nominate yourself or someone who you think would be suitable (with their permission).

The Deadline for nominations is **Wednesday 27th November, 5pm.**

If you have any questions, or wish to have an informal chat regarding becoming a board member, do not hesitate to contact me on [emmak@theipm.org.uk](mailto:emmak@theipm.org.uk).



**Emma Kirk**  
General Manager

## > The IPM

The IPM stands as the leading promotional marketing trade body. Importantly, we sit on the committee for the self-regulatory board that governs the promotional marketing industry and its practices.

We have a seat on the board of CAP, the self-regulatory body that regulates the promotional marketing industry and its practices

Over the years our organisation has supported the interests of the promotional marketing industry, businesses and it's consumers.

Today, the world of promotional marketing is more diverse than ever. The changes in technology, culture and shopper buying habits has driven a need for constant creative and innovative campaigns.

The IPM strives to be a valuable business partner for our members, supporting them to grow and nurture both their businesses and the people who work within them.



## › Our Values

As an organisation we strive to always act in the best interests of our members and the promotional marketing industry, with the vision to champion the effective use of promotional marketing techniques executed at the highest standard.

**Protect**  
**Promote**  
**Progress**

› We **protect** brands, agencies, service providers and consumers. Ensuring campaigns are legal, honest, truthful and decent.

› We **promote** the power and evolution of promotional marketing.

› We champion **progression** in the sector, driving the interests and values of our members.

# › Board Nomination Process

## **Instructions for Nominating Candidates for Election to the Board of The IPM - Please read carefully**

We are excited to invite nominations for candidates to join the Board of The IPM. As a voting member, you are eligible to participate in this process, either by nominating yourself or endorsing another member for candidacy..

### **Key Guidelines for Nominating a Candidate:**

**Self-Nomination:** You are welcome to nominate yourself as a candidate for the Board. However, please note that a self-nomination requires a minimum of one additional voting member to second you for the role.

**Nominating Another Member:** If you wish to nominate another member, please ensure you have discussed this with the individual in advance and confirmed that they are willing to accept the nomination.

**All nominated candidates must be registered IPM Members.**

### **Endorsement and Voting**

- **Voting Members:** Voting members are individuals registered by IPM Corporate or Corporate Reduced members. Corporate members may register up to 6 voting members for Board elections and AGMs, while Corporate Reduced members may register up to 2 voting members.
- Each voting member has one vote to nominate/second a candidate, which can be used to nominate either yourself or second another member.
- After the nomination period, each voting member will also receive one vote to cast during the Board election.
- **Please ensure you are entering your nomination into the right board member category. You can not enter the same name/person or multiple people into multiple categories.**

### **Process**

Submit Your Nomination: Complete the official nomination form and submit it by

**Wednesday 27th November 2024, 5pm; you can not make amendments once your nomination is submitted.**

Confirmation: All nominations will be reviewed, and candidates will be confirmed prior to the voting stage.

### **Elections**

Once nominated candidates are confirmed, election communications will be shared with all voting members. You will have the opportunity to cast your vote when elections open and will receive clear notification of the voting deadline.

### **Commitment to Term**

If you are successfully nominated for election, you will be required to commit to the roles and duties of a Board Director prior to the election process, this also gives you the opportunity to ask further questions should you wish. This commitment includes, but is not limited to:

- Maintaining minimum attendance at Board meetings,
- Upholding the values of The IPM,
- Serving as a spokesperson for The IPM.
- Representing IPM at events, including awards ceremonies, social gatherings, and meetings with other trade bodies, may occur during regular working hours or out-of-hours.

Your participation in nominating and electing Board members is invaluable, ensuring that The IPM remains representative and forward-thinking. Thank you for contributing to our continued

# › IPM Board

## Our Structure

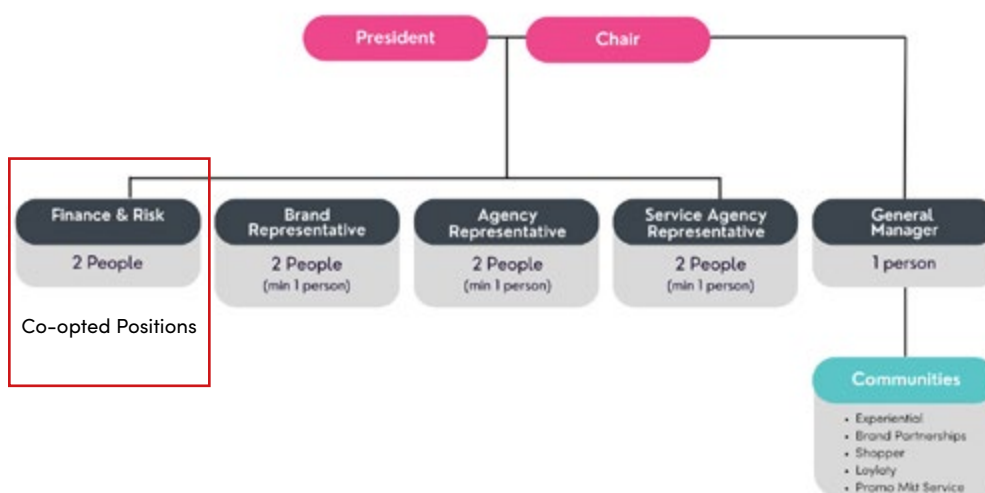
The leadership structure of The IPM is meticulously designed for effective governance and representation. At its helm is the IPM Board of Directors, comprising of members chosen to reflect the diverse facets of the industry:

Brand Representative  
Agency Representatives  
Service Agency Representative  
Immediate Past Chair  
Finance, Audit and Risk

This balanced composition ensures that the board remains attuned to the needs of brand partners, agencies, and service providers alike.

Responsibilities of the board include setting organisational priorities, shaping policies, and ensuring alignment with the IPM's mission. They serve as advocates for their respective specialisms, fostering knowledge sharing and professional development within the promotional marketing community.

In essence, the IPM Board serves as the guiding force behind the organisation's legacy and future endeavours, upholding the highest



# › IPM Board Member Info

**Role Description:** Board Member (Agency, Brand or Service Provider)

**Remuneration:** The role of a Board Member is not accompanied by any financial remuneration, although modest expenses for travel may be claimed.

**Time Commitment:** A director is expected to attend 10 half-day Board meetings each year. This can be held in-person or virtually.

**Term:** Two years with the option of nomination for an additional term.

At The IPM, we are committed to upholding our core values: **Protect, Promote,** and **Progress**. As a Board Member/Director, your role is vital in ensuring that The IPM stays true to its mission and values.

<b>Governance &amp; Leadership</b>	<ul style="list-style-type: none"><li>• Uphold and promote the mission and values of the IPM.</li><li>• Provide strategic direction and leadership in alignment with our core values.</li><li>• Act in the best interests of the organisation and its members.</li></ul>
<b>Advocacy &amp; Promotion</b>	<ul style="list-style-type: none"><li>• Promote IPM's values, and initiatives within the promotional marketing industry.</li><li>• Advocate for ethical practices and regulatory compliance within the industry.</li><li>• Encourage participation and membership growth.</li></ul>
<b>Strategic Planning</b>	<ul style="list-style-type: none"><li>• Contribute to the development of the organisation's strategic plan.</li><li>• Monitor progress towards strategic goals and objectives.</li><li>• Adapt and refine strategies in response to changing industry dynamics.</li></ul>
<b>Resource Development</b>	<ul style="list-style-type: none"><li>• Assist in fundraising and resource development efforts.</li><li>• Promote partnerships and collaborations that align with the organisation's mission.</li><li>• Support the sustainability and growth of IPM.</li></ul>

# › IPM Board Member Info

<b>Ethical &amp; Professional</b>	<ul style="list-style-type: none"><li>• Conduct all activities with the highest standards of ethics, integrity, and professionalism.</li><li>• Avoid conflicts of interest and disclose any potential conflicts promptly.</li><li>• Represent the organisation in a positive and responsible manner.</li></ul>
<b>Board Meetings &amp; Communication</b>	<ul style="list-style-type: none"><li>• Attend and actively participate in board meetings, committee meetings, and other relevant events.</li><li>• Engage in open and constructive communication with fellow board members, staff, and stakeholders.</li></ul>
<b>Evaluation &amp; Accountability</b>	<ul style="list-style-type: none"><li>• Participate in periodic performance evaluations for the board and the organisation.</li><li>• Hold the board and executive leadership accountable for fulfilling their responsibilities.</li></ul>
<b>Commitment &amp; Engagement</b>	<ul style="list-style-type: none"><li>• Devote sufficient time, effort, and expertise to fulfil your role effectively.</li><li>• Actively engage in board committee work and special assignments as need</li></ul>
<b>Self-Development</b>	<ul style="list-style-type: none"><li>• Stay informed about industry trends, regulations, and best practices. Sharing with the wider board and IPM team.</li></ul>

By accepting your role as a Board Member/Trustee at IPM, you are making a commitment to uphold these roles and responsibilities.

Your dedication and contributions are crucial to the continued success of our organisation and the advancement of the promotional marketing industry.

Thank you for your interest to serve and make a meaningful impact on the IPM.





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[theipm.org.uk](http://theipm.org.uk)