



IAM

National Car Conference 2009

Warwick University
10 October 2009

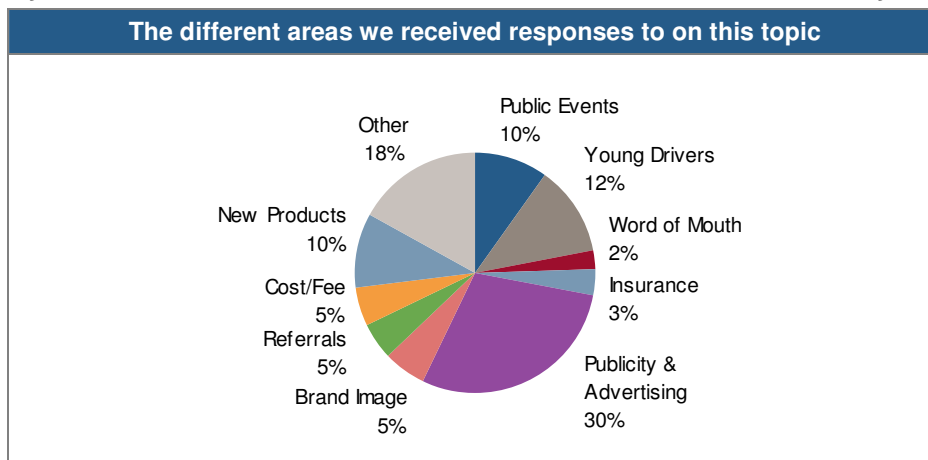
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1 Recruitment

1.1 How do you recruit new members? What works? What doesn't? Value for money?



1.1.1 Public Events

- These are still a good recruitment tool for attracting new members, funding is available if applied for via Group support RCO/RMA
- We are aiming to increase the number of Skills Days and driving related events during 2010, full details will be communicated via the website.
- Sharing best practice on events should be considered as a topic at regional forum meetings.

1.1.2 Young Drivers

- In order to attract young drivers we are working on improving products and image, to make it more attractive to become advanced drivers, a new Insurance product will be introduced in 2010
- We are keen to explore the possibility of working with a major motor manufacturer to promote a young driver competition

1.1.3 Word of Mouth

- Word of mouth is still the most productive recruitment tool, new literature will be made available in early 2010

1.1.4 Insurance

- The current IAM Surety scheme is expanding and attracting more members than any previous scheme. It presently provides policies to 20% of the membership

1.1.5 Publicity and Advertising

- New advertising campaign has commenced.
- New website introduced
- Interactive DVD to be refreshed and modernised

1.1.6 Brand Image

- Under constant review, new style of adverts introduced

1.1.7 Referrals

1.1.8 Cost /Fee

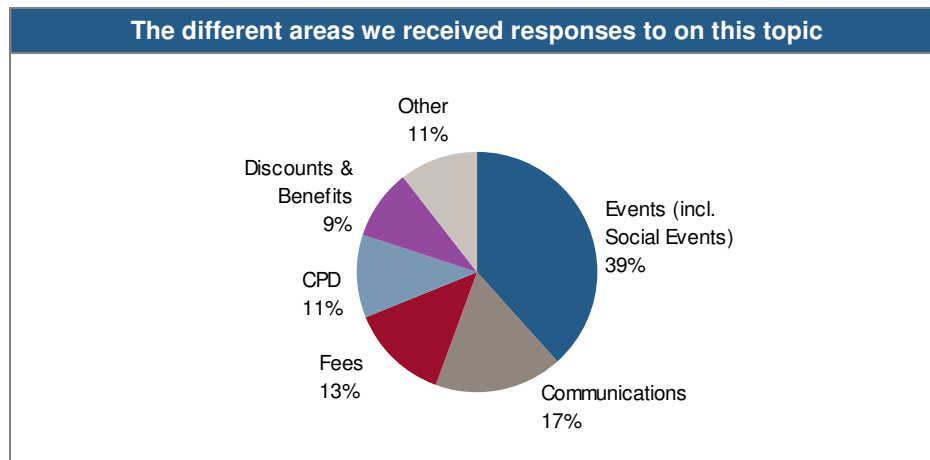
1.1.9 New Products

- DriveCheck55 launched, as a start to producing new products to meet the market demand
- On line products are being considered

1.1.10 Other

2 Retention

2.1 Why do people give up?



2.1.1 Events (incl. Social Events)

- As section 1 recruitment

2.1.2 Communications

- Group newsletters are a key element in communication with members to inform them of events and activities that the group are involved in
- Group websites are also a very useful communication tool as long as they are kept up to date

2.1.3 Fees

- Groups are encouraged to use either direct debit or standing order for means of members paying membership fees, this reduces the workload within the group once in place

2.1.4 CPD

- Products to be introduced as an integral part of the new business plans

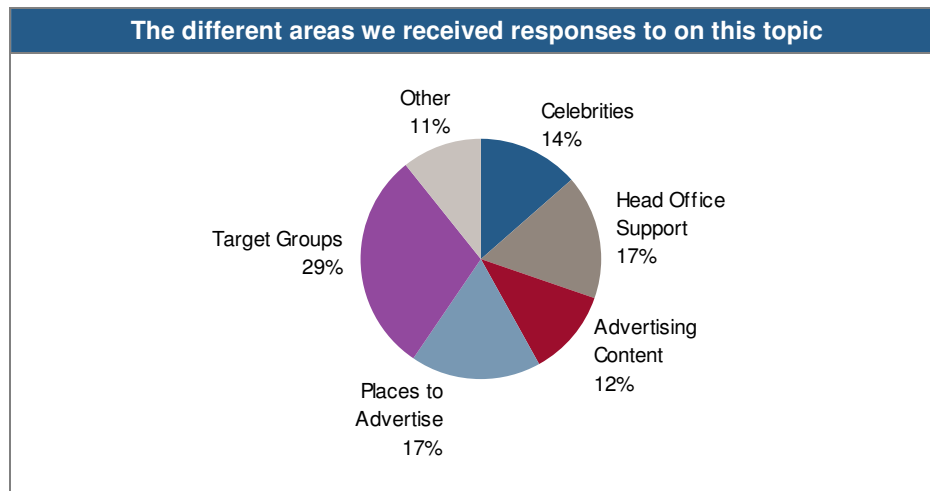
2.1.5 Discounts & Benefits

- New products have been introduced and a continuous review is in place to introduce improved benefits

2.1.6 Other

3 Marketing

3.1 Ideas for targeting specific groups – Why How? – Think about Media



3.1.1 Celebrities

- This is an efficient way to accelerate our profile and suitable suggestions are being considered

3.1.2 Head Office Support

- Regional support offered by Group Support staff RCO/RMA
- New marketing tool kit to be introduced

3.1.3 Advertising Content

- As Brand image in section 2

3.1.4 Places to Advertise

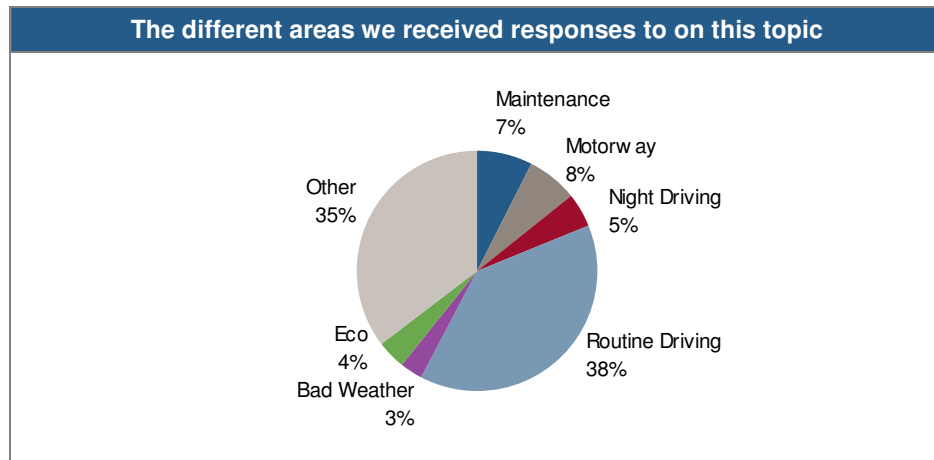
- Take every appropriate opportunity to promote the IAM & Group within structured marketing plan

3.1.5 Target Groups for Advertising

- This is being considered within the main advertising and marketing campaign e.g. Drivecheck 55

3.1.6 Other

4 Products



4.1.1 Motorway

4.1.2 Maintenance

4.1.3 Night Driving

4.1.4 Routine Driving

4.1.5 Bad Weather

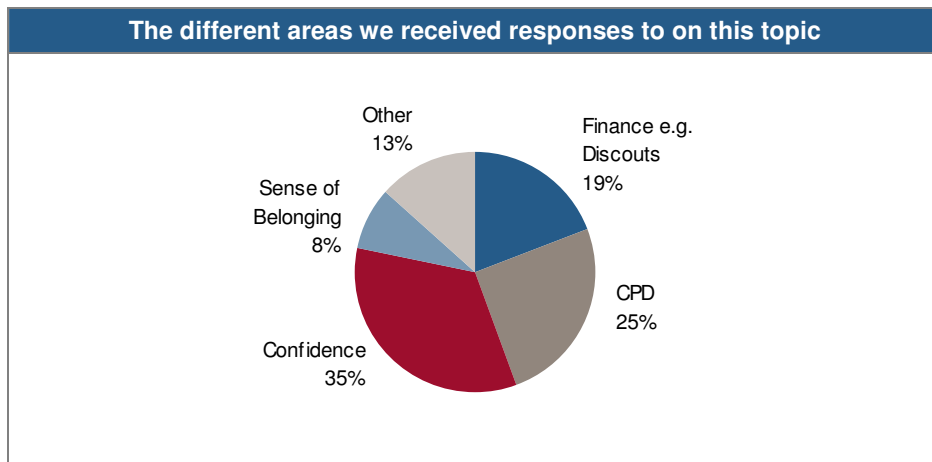
4.1.6 Eco

4.1.7 Other

- All the above areas will be considered in the online training, practical elements to be considered and some may be incorporated into new style skills days and driving events.
- They will also be considered within the development of new products in the CPD proposals

5 Skills for Life

5.1 What are the benefits of long term IAM membership?



5.1.1 Finance e.g. Discounts

- Advanced drivers/riders can benefit from reduced maintenance, fuel and Insurance costs + additional benefits made available to members

5.1.2 CPD

- This has been identified as a key requirement to make membership more desirable and challenging

5.1.3 Confidence

- We fully agree with the comments made and the new adverts reflect this approach

5.1.4 Sense of Belonging

5.1.5 Other

6 Evaluation Survey

What Group do you belong to?	Overall, how did you rate this event? What did you like about this event?	What should have been done differently and/or better?	How much did the Crystal technology help compared with other events that you have attended?
	Very Good (5) Good (4) Average (3) Poor (2) Very Poor (1)		1 = not at all & 10 = to a great extent
Blackpool	Everything	Nothing	10
St helens	5 Well paced		10
	5 Food was good, interaction - had a say.	An hour later / shorter	10
Livingston	5 Well looked after, great facilities		
kidderminster	4 Opinions given to help the IAM to use to enable to continue to thrive making people "better drivers"		10
5011, 3081, 7055, 3066	5 Afternoon session much better than last year. Seating arrangements much better.	Room temperature to warm. PM break would also have been good	9
Burton & Sth Derbyshire	4 Interactiobn	Not much	10
	4 Much more relevant, more motivational.	Shorten afternoon session a bit too long, possibly a longer morning.	10
ballymena, N Ireland	5 Liked the table format, also the interactive session. enjoyed the inter group chat.		10
Birmingham	5 Intereactive technology capturing the ideas fresh and in real time	Nothing, it was all good	10
2	4 Meeting and discussing with other Groups	Interactive section shorter or have those sessions spread throughout the day	8
Harrogate, Gloucestershire, wirral, redditch & bromsgrove	4 Marketing manager, opportunity to give feedback to HO. Good to vbe exclusively iam rather than outside speakers.	Afternoon session too long. questions too vague. Answers the same for all questions.	8
Bolton, Thames V, Soihull, Sailsbry, Leeds	4 Informative, free lunch, interactive format	It was generally ok, better than before	9
St Helens, North Staffs, Exeter & Torbay,	5 The Interactive session	Air conditioning on please. Hotel last night was terribly disorganised. Bigger range of merchandise available.	9
Gloucester	5 Interactive session very good promoting lots of ideas. Updating from HQ this morning was useful and informative. Putting names to faces. Nice to a younger top table.	Note much	8
table 4	4 Much more active and immediate feedback. This is better than flipcharts	Split conference between presentation and interactive.	10
Lichfield	3 Simon and Colin's addresses were a breath of fresh air. Found the afternoon session rather dull, just sitting at a table all afternoon. Prefer mixed presentations styles, not the same one hour after hour.	See previous comment	3
Cirencester	5 Very lively, interesting and informative.	Can't think of anything, apart from the handing-around of microphone was a bit cumbersome!	8
21 a	4 The interactive, and the contact between speakers, Colion Best had vision, a positive message	No Q and A session as promised. Shorter interactive, and a short beak.	9
6026, 2166, Sheffield	5 Speakers and subjects. Organisation and technology. Table seating. Mixing groups up.	All aspects listed shown on screen.	8
Table 20	3 Marketing presentation from Colin Paterson. Good venue and food - friendly table! Interacting with others.	Feedback from previous years and action taken on points raised.	7
Leicester 7	5 Colin Paterson very good. 3 months here. Chris facilitates very well.	Meal very good	9
North Forum, Crawley, Inverness, Sheffield, Coventry, Isle of Mann, East Lancs	5 Food, interactive session was good fun, facilities were good, excellent variety of groups at each table	Screens on both sides of the room i.e. front and back, get the panel tqo answer the questions that were asked and not to turn it into a politician's Q&A, no accommodation for disabled members	8

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shropshire, plymouth,abderdeen, north east london & essex, Blackpool & Fyde, Hull & east Riding	5 Better than last year. mixing of groups, interactive (electronic&other groups)	A great improvement on last year	9
Table 2	5 Seating arrangements, Structure, Technology & Presentations	Awards bit made no sense, and no explanations as to why people won. Lewis Hamilton's girlfriend to be a guest speaker next year (with or without handcuffs).	10
Central London	5 Interactive session (but how about laptops with proper size keyboards next time?)	Lunch time was a bit extended - could have been just the hour.	9
shropshire	5 Excellent format, esoepecially afternoon.	Much more efficient than last year.	9
t 24	4 Interactive bit FOOD Colin Paterson	A Guest speaker, maybe Nigel Mansell	9
4242 2107 6150 6105	4 Meeting other members. sharing best practice. well driven evenbt, kept up pace	Coffee break pm. shorter ibnteractive session. more microphones	10
Cambridge Birmingham Forth Valley Rotherham midkent 2103	4 Afternoon session rather long. Good venue	More younger microphone carriers	8
	5 The informality abd ability to connect with the presenters. Much better thanfour years ago and before	Shorter inter reactive session	8
Ballymena, Newbury, Wigan, York Chorley	5 Innteractive session.	Air conditioning Hotel chaotic on previous night	9
	4 Interactive, lots of honest answers from head office. humour at the same time. well worth teh journey. venue good. seating arrangements good. better than rows, and like mixing wih groups. like the intearactive feedback. colin will got a long way!	Dave as chair was a bit abrupt and not as formal as everyone would have liked, although some were ok with it. need more crystal screens per table so more interaction per table.	9
8	5 Better layout/format. Like interactive. More professional. Improved communication. Right noises being made. Better aircon please	Better laptops	8
Widnes Runcorn	4 Meeting IAM higher archey and giving views	Seems to have been a long afternoon	7
east kent.bath.others dont know	5 Interactive stuff. Grub. Venue.organisation. Technology mostly worked. Not ooo serious.	Shorter afternoon session.less overlap of subjects by speakers.are we trying to reinvent the wheel - nobody has said what has worked or not from past conferences.	9
Stockport, Northants	4 Positiove morning, with interactive session interesting. Food is good here.	Parking for diabled persons not good.	10
Northampton, ballymena, altrinham, portsmouth	4 Interactive bit, marketing info useful,morning session correct length	Proper answers by serious participants. More microphones	8
widnes and runcorn	4 The format with presentations just from ho staff	Liked the idea of the interactive module but felt it bit too long	8
wirral	5 Table layout. No guest speakers	Nothing	8
Bournemouth	5 The locus and facilities excellent. Speakers good, Colin very entertaining. An excellent day all round	Nothing	10
Lichfield	4 Nice to see some younger senior management		7
Dewsb ury and Batley	Very informal more time to talk with other group members	The afternoon sessionwas ver good but could have been better structured abd could have been a bit shorter	9
york, newbury, norfolk and norwich wigan north staffs dorset and dorchester dewsbury and batley	4 Interactive session; allows people to meet and the more reserved members to participate anonymously. caberet layout works well.	Catering; foods cold by time sat down; for mass catering was ok. Venue excellent; parking and other facilities. Next time reduce lunchtime and finish earlier. Merchandising very limited stock available	10

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16	4 Interactive session is good format but too long. Immediate answers via interactive session. Good to mix the groups for the whole day. Good venue.Round tables work well	More water on the table. Have a camera on speaker and display on screens as it's hard to see from a distance. Have a theme for the conference so that delegates can prepare for what they're going to hear and know how best to us it (we didn't	10
19	4 Location, opportunity to hear at first hand what may happen, use of technology, good food, mix of groups.	External guest speaker required. Shorter lunch break. Short break in afternoon. Less time on group discussions.	10
Banff and Buchan	5 The food, the whole day,the venue,easy access	Shorter afternoon session, short summary of head office report	8
Portsmouth	4 Location = modern but prefer Wolverhanpton	Air con in room	8
Barnsley	5 Layout - table arrangement excellent, much better than rows.		9
1009 7140	5 Colin.	More stats on membership and finance.	10
Chorley Weston	5 Table layout very good	A break pm	8
Peterborough Telford		Screens need better positions Scrolling facility	
21	3 Better than last year and two years ago.&CR;&LF;Got everyone involved.	Some same questions asked as in previous years. Overlap of questions this year. Can delegates ask questions next time	8
walsall	4 Interactive good also sitting around tables	Shorten interactive sections	10
16		more time for general questions as opposed to given topics	10
SCARBOROUGH	VERY WELL ORGANISED.		10
Guildford	4 General atmosphere and willingness to be see the organisation get on wuth the job in hand. One liner suggestions are all very well but later reports on topics could have more value, if invited.	No change	7
lincoln	5 Well organised overall and good speakers. interactive a bit daunting for some others but best way i feel to get the necessary info.	Nothing!	8
Chesterfield Advanced Motorists	5 Excellent day with interacting other members on the table		8
Widnes, Runcorn	5 Crystal Interactive Table setup which encouraged chat between members.		10
guildford	5 Ability to meet and discuss with other members	The questions in the interactive session were either the same or very similar to last year. We need to move on next year	8
cirencester	4 Update of info and plans	PM too long and questions too similar. More simple questions requiring simple answers.	7
5237	3 The morning	Shorter afternoon session	10
east sussex 2	5 Much much better than last year especially the afternoon event	More of the afternoon event so that HO know what is going on	6
teesside	4 Our standards - Peter Rodger	Later start	5
SUNDERLAND	5 All IAM related this year - No external speakers. More focussed approach	NOTHING	
Average:	4.5		8.7