

**THE INSTITUTE OF ADVANCED MOTORISTS  
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LONDON W4 5RG**

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**M E M O R A N D U M**

**TO:** All Group Chairpersons and Secretaries

**Cc:** RGC's, SB, DS, PW, VY, LF & Staff Examiners

**FROM:** Colin Paterson – Director of Marketing & Communications

**DATE:** 30<sup>th</sup> April 2010

**RE:** **New "retail" or consumer version of our IAM commercial risk assessment!**

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As many of you are aware, we have taken the commercial online risk assessment as known to the IAM Drive & Survive sales team as "IDRA", and have adapted a part of it to appeal to normal private individuals as a means of interesting them in IAM advanced driving.

This new online "assessment" has been given a bit of retail colour (thanks Jim Grant) and will be used as part of an e- mailing to advanced driving prospects.

We plan to mail to the first 5,000 e-mail addresses we have acquired on Friday 30<sup>th</sup> April (before the Bank Holiday). We have another 20,000 prospect emails, but will test on this first 5,000 and assess before increasing our reach.

The email style is in the attached link:

[http://www.iam.org.uk/ email\\_newsletters/005\\_290410/html.htm](http://www.iam.org.uk/email_newsletters/005_290410/html.htm)

- It features an invitation to take the IAM online driving assessment FREE, and at the end of this exercise the participant is invited to enter a free prize draw and/or request more information on the IAM and IAM Advanced Driving/Membership.
- The mailing also offers more immediate information on IAM Membership and the IAM Advanced Test (we reference the fact that we also appeal to bikers too).
- We also feature an opportunity for recipients to "sign up" to receive regular email updates from the IAM (with the intention of building a universe of prospects who have given permission for us to keep in touch and communicate via email in the future).
- Lastly, we do detail our main telephone number 0845 126 8600 so please be aware on switchboard and membership services at IAM House.

If successful, we intend to make this retail online assessment a permanent feature of the iam.org.uk website, and hope that it is another way to stimulate interest in the IAM, and help engage our potential audience.