



**Executive Research Association
Minutes of AGM 25th March 2020**

**Time: 3pm-4pm GMT
Venue: Via Go-to-Meeting Online
Attendees online: committee & members**

Attendance online

Mark Senior
Liz Shay
Sarah El-Rasoul
Heather Travis
Jan Muir
Gillian Young
Martin Lee
Toby Culshaw
Carol O'Driscoll
Sam Fletcher
James Sweeney
2 members

Apologies

Louise Haines

Welcome & Introduction

Co-chair Liz Shay opened the meeting at 3.01pm and welcomed the committee and members joining online to our 2nd AGM which was being held online due to the current situation with COVID 19. Liz explained that during this session we would cover the ERA year 2019 and committee involved with the items on the agenda would talk through the activities.

Overview of ERA Year

- 2019 Annual Conference

Sarah El-Rasoul gave a round up and advised that 17th Annual Conference & ROTY took place on 30th April 2019 at Sadler's Wells in London.

The event was attended by 80 delegates and increase on the 2018 event by some 25 delegates. Speakers included Neil Carberry, Mark Hamill, Pavita Cooper, Billy McDiarmid and

Toby Culshaw. We also ran workshops and roundtables with our gold sponsors Bullhorn/Invenias and Cluen covering topics around diversity & inclusion and AI and its impact on executive search Sarah advised is that our co-chair Liz Shay also recorded an interview about the ERA at the event which can be found on the website and our event photographer took some pictures which will shortly be showing in the member's area. We also presented Heather with a gift for her 12years as Co-chair.

The Goody bags were well received and we had positive and useful feedback from the survey forms completed (around 50) which will continue to help us improve going forward. The committee have taken on board all comments to help us plan the 2020 conference.

Following the ROTY award which Heather Travis will talk about in more detail we had a prize draw of a dyson hot/cold fan kindly sponsored by Smartresearch.

Sarah thanked all our sponsors at the event and also the delegates for attending and making this such a great event.

Heather Travis informed us that the ROTY award took place for the 7th year running with an amended application process and this proved to be very successful. Joel Wesley from Eames Partnership took the award. Heather thanked the Judges, Jocelyn Buxton and Simon Stephenson and Not Actively Looking for sponsorship of the award.

Liz Shay thanked Sarah and Heather and all committee for the hard work and looked forward to the 2020 conference.

- **Training & Webinars**

Jan Muir informed us that we had another good year with the training. In total 102 delegates attended our training events. All webinars were free to members. The revenue from training was circa £1884 and training fees £1950.

We ran 4 face to face workshops, 3 of those were undertaken by Louise Haines from Hays Executive and Stephen Buchanan from Research Europe and they did not charge a fee, so a big thank you to them.

We ran 3 webinars all with varied topics and designed to give back relevant topics to our members and non-members, following their feedback to us. Feedback to our events has also proved positive.

- **Increased webinars (2020) due to current events**

At the time of this meeting looking forward we are increasing the number of webinars throughout 2020 due to COVID 19. Webinars will run in February April June and throughout the remainder of 2020. Martin Lee informed us that we had some really great content for these webinars with some great speakers and this will really benefit the members and their education.

James Sweeney joined the meeting and the committee welcomed him.

Liz Shay thanked all for the training webinars and support and appreciates the workload involved in putting the training events together with such great content.

Martin also mentioned that Todd Davis would be donating his webinar fee after discussion it was agreed to schedule a meeting to discuss charity donations.

- **Virtual Coffee Machine**

Carol O’Driscoll informed us that the forum is really useful for our members. There is more to do around this forum to encourage more to join although it is noted that not everyone uses Facebook. Carol informed us that she was passing the baton to Martin Lee and Martin confirmed that there has been some discussions around organising lunch meetings as this is a nice place for researchers to meet virtually

- **Support to our members**

Liz Shay thanked Carol and Martin and agreed this was a great meeting point for our members particularly in the current climate.

- **ERA Facebook Page**

Martin advised that the page had been set up and it was agreed that the committee would also discuss the ERA Facebook page alongside the Virtual Coffee Machine and this would be an agenda item on a future committee meeting.

- **Constitution**

Gillian Young informed us that as a result of recent committee strategy meeting it was agreed to change some of the wording to the constitution and amend the mission statement and code of practice to use the wording “talent professionals” and “members” where appropriate in place of “researchers”. Gillian proposed we adopt this at the AGM so that the amendments can take place. No objections and agreed.

Accounts

- **Review of 2019 annual accounts**

Gillian Young informed us that Co Treasurers are Sarah El-Rasoul and herself and that the 2nd set of accounts had been prepared for 2019 by our accountants, Anglo Dutch.

Gillian informed us that the accounts were similar to the 2018 accounts with a total income of £26,948 although we had more costs in 2019 due to the website amounting to £6,703 so a slight loss of £2,747 which is acceptable as we would not seek to make a profit. We have a healthy balance sheet with net assets of £16,367 most of which is cash in the bank of £16,667. Gillian informed us that the accounts are available to all members on request from either Gillian or Sarah.

Liz Shay thanked Gillian, Sarah and Marian.

Committee

- Changes at Committee

Mark Senior informed us that we had some changes to the committee during 2019 and that we had 2 resignations, Heather Travis and Carol O'Driscoll. We had also re-elected Liz Shay and Jan Muir and appointed James Sweeney and Toby Culshaw.

Mark informed us that Heather Travis has served on the committee since 2005 initially as a member and then a Co-Chair and it was with great sadness that we are losing her. Her energy enthusiasm, can do approach and great network has been greatly appreciated and will be missed. Heather thanked Mark and advised that she has really enjoyed her time and will always be around to help and will continue to be a member.

Mark informed us that Carol O'Driscoll has served on the committee since 2015 but was involved in training and other matters prior to this and has been instrumental in helping to develop the membership, working on surveys, GDPR and setting up the virtual coffee machine forum and currently is setting up a white paper for training. She has been a great colleague on the committee and we will miss her.

Carol thanked Mark and will still be around to help and continue to be a member.

Mark welcomed James Sweeney and Toby Culshaw to the committee, we look forward to working with them.

Liz Shay thanked all, thank you to Heather and Carol we wish you well for the future and welcome James and Toby.

Website/ Marketing

- New website review 2019-2020

Sarah El-Rasoul informed us that the 1st stage of the revamped website was now completed, having worked with Richard our IT consultant and Heather and Gillian making the site more mobile friendly and creating a new members only area with a new application form. Sarah informed us that we are now working on the 2nd stage of the revamp which will focus our attention on the finer details of the site, looking at the design of the site pages and enhancement of the member's area. Dan from 346Design will be working with us to complete this stage. The website improvements will be ongoing and we welcome input from members for any future improvements.

Liz Shay thanked the website team for all their work.

- **Marketing**

Sam Fletcher informed us that throughout 2019 we incorporated new marketing insights across LinkedIn to increase activity on the company LinkedIn page and this resulted in 73 new followers (net) to the LinkedIn page an increase of 34% over the last 12 months. The page has had 560 visitors over last 12 months.

Sam informed us that part of this was due to some demographics produced and posted across the page together with committee profiles. This brought circa 600 new visitors to the page.

Note for 2020 – A spend of £200 for Leeds workshop with advert displayed 5,082 times and resulting in 38 clicks through Eventbrite page.

Liz Shay thanked Sam for his efforts and work around this.

Sponsors

Sarah El-Rasoul informed us that our Gold Sponsors Bullhorn/Invenias and Cluen sponsored the ERA for 2019 and thanked them. Sarah also confirmed that both Gold sponsors have agreed to sponsor throughout 2020.

Our Silver sponsors Hays Executive sponsored us in 2019 and kindly hosted rooms at no cost for training workshops and meetings. Hays will continue to sponsor into 2020.

Our Bronze sponsors, Not Actively Looking, Research Europe, CER Sourcing and SmartResearch HR also sponsored in 2019 and thanks to them also.

Liz Shay thanked Sarah and all sponsors

AOB

- Postponement of ERA Conference 2020

Liz Shay informed us that due to COVID 19 and the extraordinary position we are in we took the decision to postpone the 2020 conference and wanted to mention this at the AGM. Sadler's are holding our payment for the event so that we can hold the event later in 2020. Liz thanked Sarah for all she has done in preparing for the event and standing down the speakers for now, Liz also thanked the committee and members for their support and wished that all remain well throughout 2020.

There was no other business so Liz thanked everyone and the meeting closed at 15.39.

