

BHBIA Board Member – Outline of the Role

The strategic direction of the BHBIA, all major decision-making and the implementation of key initiatives are dependent on the BHBIA Board, all of whom have full-time day jobs. It is therefore essential that each of the 10 members (5 industry / 5 agency) is prepared to take a 'hands on' approach to share this commitment.

The Board is supported by the BHBIA Administrators – KSAM (Kingston Smith Association Management) who do all the day to day running of the organisation, including managing the accounts. In addition, the Executive Officer provides a part-time resource to bring a business intelligence background to the organisation and marketing of BHBIA activities alongside the administration team.

The following points outline the broad expectations of a BHBIA Board Member:

1. Attendance at a monthly Board meeting

- These rotate around Board members' offices. (so each Board member would be expected to host approximately one meeting / year, if possible).
- Meetings typically last from approximately 10am-4pm.
- Actions are agreed at the end of each meeting, which Board members are expected to complete by the following meeting.
One of the Board meetings is the morning of the members' exchange forum/summer event and one is the pre-conference meeting, and there is no meeting in August.
- It is understood that not everyone can attend every meeting and where possible members try to dial in to teleconference for relevant parts on the meeting
- There is, however, an expectation that members will attend at least two-thirds of the meetings (8/12).
- The Board may decide to ask a member to step down if they have been unable to attend 3 successive meetings, as this signals that they are not in a position to contribute at the required level.

2. Attendance at conference/other meetings

- There is a general expectation that Board members will attend the conference, winter seminar, members' exchange forum/summer event if possible.
- Places at these events are paid for by the BHBIA due to the board members' roles at the events, however travel

costs and other expenses associated with board business / attendance at these events are normally covered by board members' own companies, though in exceptional circumstances the treasurer may consider a request for reimbursement of expenses.

- Board members will have certain duties at conference - such as looking after 1 or 2 designated speakers - to make sure they get to their rehearsals on time, attending/hosting a specific training session and welcoming new delegates, time-keeping etc.

3. Ongoing communications/decision-making

- We try to avoid too many emails and decision-making between Board meetings, but sometimes have to consult by email on various issues that crop up - this usually just means emailing to state your vote for or against something that's being proposed.
- Timely communication in response to such requests, as well as timely replies to confirm attendance at Board meetings helps the administrators to run the organisation more efficiently.

4. Annual tasks that are shared across the Board

There are a few tasks that take place each year and require involvement of the whole Board.

- Conference programme: Some additional time is required to review conference submissions in advance of the Board meeting at which the programme is agreed. In addition, we allocate 1 or 2 sessions to each Board member to liaise with the speakers beforehand and handle any issues such as making sure they know the session shouldn't be promotional, or encouraging agencies to involve an industry speaker, which follows through to taking responsibility that that session runs smoothly on the day.
- Convening/chairing meetings: each Board member is likely to be 'on stage' approximately once per year – for example supporting the chair to open/close the conference, or co-convening the Winter Seminar or Members' Exchange Forum.
- Training Programme: when we are putting together the training programme of one-day workshops and webinars, all Board members will be expected to help with reviewing proposals from members, to input into the decision about who is going to run each session. In some cases Board members may be allocated to a particular course to provide ongoing

liaison and guidance to speakers, but this is not a big task as the administrators manage all the logistics.

5. General PR for the BHBIA

Board members are expected to be ambassadors for the BHBIA - to promote the benefits of membership and the value that the BHBIA provides - in their contacts with colleagues, clients/suppliers and external bodies, and to encourage attendance at forthcoming events

6. Specific responsibilities

Each Board member is expected to become a Director at Companies House and is ultimately expected to take responsibility for one or more particular areas of responsibility, or to take on a specific role or Board post – these are listed below. A new Board member would not be expected to take on one of these tasks until they had spent a couple of months as a general Board member to understand how the organisation works. They would normally be supported initially by a fellow Board member with experience in that area.

Areas of responsibility:

- **MR/BI or Sales Analytics foundation training courses:** usually 2 people work on each - involves convening the residential course, lining up and liaising with speakers (supported by the admin team), and planning what changes need to be made to the overall format.
- **Training Committee:** planning the programme of one-day workshops (including running Member Forums and a survey to understand training needs) and co-ordinating input from Board and other BHBIA members to evaluate proposals and appoint conveners/speakers to run them.
- **Webinar Lead:** working with the Training Committee as above to plan the webinar programme. The Webinar Lead also attends each webinar to introduce the session and chair the Q&A, and gives speakers guidance on developing their slides in advance of the event.
- **Ethics & Compliance Committee Liaison:** Attends Ethics & Compliance Committee meetings, liaises with the Chair between meetings and provides an interface between the Ethics & Compliance Committee and BHBIA Board. Up to 2 Board members may take on this role, one of whom will

usually be appointed as Deputy Chair of the Ethics & Compliance Committee

- **BOBI Committee Liaison:** Attends BOBI Committee Meetings, liaises with the Chair between meetings and provides an interface between the Committee and BHBIA Board.
- **Marketing & Communications Committee:** Attends Marketing & Communications Committee Meetings, liaises with the Chair between meetings and provides an interface between the Committee and BHBIA Board.
- **Fieldwork Forum Liaison:** Attends Fieldwork Forums, liaises with the Chair between meetings and provides an interface between them and the BHBIA Board.
- **Response Rate Task Force Liaison:** Attends Response Rate Task Force meetings, liaises with the Chair between meetings and provides an interface between them and the BHBIA Board.
- **Winter Seminar:** planning the theme, sourcing speakers, convening the meeting on the day, and liaising with the admin team to plan the practical/venue arrangements.
- **Members' Exchange Meeting:** as for Winter Seminar
- **Conference** tends to be a team effort but one person might take a lead on deciding the conference theme at the outset, writing the 'call for papers' and working with the admin team on the conference theme/venue/entertainment.
- **Special one-off projects:** such as re-branding etc.

Specific roles/Board posts (new Board members would not normally be expected to take on one of these roles):

Chair: according to the BHBIA articles, the chair must be from the Industry division, but an 'Acting Chair' may be appointed from the Agencies & Consultancies division if circumstances warrant this. The chair leads the organisation by chairing Board meetings, fronting the organisation at major events and presenting a positive image for the organisation in all dealings with members. There is also some day-to-day requirement for decision-making and liaison with the admin team.

Deputy Chair: supports the Chair. Again, the Deputy Chair must be from the Industry Division. The usual expectation is that this role will prepare them to take on the role of Chair in the future.

Treasurer: oversees the accounts (which are produced by KSAM) and ensures the organisation is on track financially. Sets the annual budget in conjunction with KSAM and negotiates fees for support services (KSAM and Executive Officer). Approves expenditure and signs cheques.

Agency Lead: supports the Chair and Deputy Chair as the lead agency person on the Board. Champions the interests of agencies (including Personal Members) and ensures that their views are solicited and their perspective is represented in decision-making.