

INSIGHT

THE INSTITUTE OF ADVANCED MOTORISTS GROUP BRIEFING

WELCOME

Welcome to this month's Insight, the communiqué produced for the IAM Group Network and its members. Its purpose is to share our thoughts, views and plans with our volunteer network, illustrating the future road map of the IAM.

With the holiday season now well and truly over, work has started here on the five strategic objectives that need to be achieved to facilitate the reaffirmation of the direction of the IAM. You will recall I explained in the last issue that the Group movement forms an integral part of each of these five "pillars".

We thought it would be useful to use this issue of Insight to "drill down" into the first of the five objectives, Sales and Marketing.

By way of an introduction though, it's worth remembering that the sales for Skill for Life are our lifeblood: they go to the heart of our charitable objects. Without the means to offer the general driving public an advanced driving and riding test, we have nothing.

The question is: how? Omega research earlier this year for the IAM showed clearly that we have to change to become more attractive to new potential members beyond our "existing demographic".

And feedback we have had from members has also made us revisit our core proposal.

What is our offering to young drivers? What is our offering to women drivers? And what is our offering to a more representational slice of the driving public, other than the white, male and comparatively affluent 45-plus year old?

We have to work even harder now

to remove our somewhat dated image. Being a slave to tradition will act as a barrier as we seek to appeal to these wider audiences. New sales channels and "routes to market" will ensure that we have a varied and growing membership for the IAM in the next stages of its development. As we identify and recruit new members, we do so mindful that we can only reach them with the Group movement. It is a joint responsibility: IAM House and the Groups must work together.

The recruitment challenge has been informed by some excellent feedback from the bike groups, gathered at the conference earlier this year – and we very much hope to repeat the exercise with the car groups in October.

Between then and now, it's worth thinking about the product. What could we do to support you in your area to sell more Skill for Lifes? Let us know at managing.director@iam.org.uk.

I have had a lot of feedback from my group visits about the Skill for Life pricing but, tellingly, sales of the new price SfL are just as successful as at the old price. That may be because a number of Groups have taken initiatives to bolster their recruitment, which is fantastic – where that happens, we we want to share that and make best practice the norm.

One area where I am surprised about



the lack of take up is the support funds we have provided for groups. Some of you have used this "pot" – but not many. There is still around £10,000 available for marketing initiatives which is up for grabs. Don't wait until October to put your ideas to us. Let the Group Support team know, or drop me a line direct.



Simon Best
Managing Director
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MANAGING DIRECTOR'S INTRO

NEW IAM ADVERTISING STYLE

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I AM REFRESHING

THE IAM MUST HAVE A LIFELONG RELATIONSHIP WITH ITS MEMBERS. BUT BEFORE THAT, ITS RECRUITMENT OF NEW MEMBERS NEEDS TO BE FRESH, ENGAGING AND APPEALING.

Skill for Life represents a short and intensive period of skills investment and improvement, moving associates to the higher level. Once that level is achieved, the role of the IAM shifts to one of proactively supporting the maintenance and refinement of skills and knowledge.

As part of our focus on the recruitment of new members, we have decided to freshen up and modernise our current marketing materials.

themed Skill for Life adverts in the motorbike magazine press and on biking websites during late August (and will continue through September and into October). We have now developed poster variants in both A3 and A4 size which we would encourage you to use to help promote your own activity locally. They are available now through the normal ordering process. Details will be sent to your group separately.

I AM confident...

...thanks to the Institute of Advanced Motorists' Skill for Life course. Taking the 'Skill for Life' course has made me a more skilled, controlled and confident driver. Now all my journeys are more relaxed and much more enjoyable.



I AM confident...

...thanks to the Institute of Advanced Motorists' Skill for Life course. Taking the 'Skill for Life' course has made me a more skilled, controlled and confident bike rider. Now all my journeys are more relaxed and much more enjoyable.



I AM in control...

...thanks to the Institute of Advanced Motorists' Skill for Life course. Taking the 'Skill for Life' course has made me a more skilled, controlled and confident bike rider. Now all my journeys are more relaxed and much more enjoyable.



We will update you when the motoring advertising programme breaks, but we have taken this opportunity to provide this more modern poster graphic, again in A3 and A4 for your use locally. You will see more marketing materials and updates unveiled at the 10 October Car Conference too.

Colin Paterson
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The objective is to increase our appeal, in particular to different market segments, and to try to include a human face wherever possible to add an appeal and sense of accessibility for all to the IAM.

You will obviously note the strong play on words with the "I AM..." copy style which we hope makes the IAM even more memorable and desirable to prospective members. This campaign activity started with a new wave of motorbike

Bikers will also be pleased to hear that we're exhibiting at the Carole Nash Motorcycle Show in November, to spearhead our new recruitment drive.

We are now turning our attention to adopting the same advertising theme to promote motorist Skill for Life member recruitment, and featured here is one of the first variants, with more to follow.

