



CMC - GLOBAL

ICMCI

2023-2024

Membership Growth and Development Committee (MGDC)

Short Annual Meeting Presentation

Ruggero Huesler, CFA CMC, Chair

Norma Shorey, CMC, Vice-Chair

Yerevan, October 11, 2024

Who are we at the MGDC?

Members of the MGDC represent IMCs from six countries and all four ICMCI Hub regions:

Ruggero Huesler, CFA CMC, Chair

Norma Shorey, CMC, Vice Chair.

Marjo Dubbeldam, CMC,

Leigh Harris, CMC,

Shin Liat Liew, CMC,

Stephen Louis, CMC

Anthony Merem, CMC.

The MGDC works closely with and appreciates the support of
Reema Nasser, ICMCI Executive Director, and Khuzaima Zaghlawan, ICMCI Secretariat

Our MGDC Mission

To increase the number of member IMCs, engage and support them in functioning effectively

We appreciated the practical ideas which you shared at the 2023 Annual Delegates Meeting on *Membership Growth and Development strategies within and between IMCs!*

MGDC Key Results of the Year and Plans for 2025 (1/2)

- We established and confirmed an Observer Policy for IMCs, and were pleased to sign up the first observer, **AMCOS, of Slovenia**.
- We look forward to welcoming more observers shortly.
- We held the first best practice **Experience Exchange** webinar between IMCs in May 2024, which focused on approaches used by IMCs for "**Marketing, Advocacy and Attracting New Members**". Special thanks to Russia, Canada and Australia who shared concrete ideas and practical suggestions, which stimulated robust discussion and was much appreciated by participating IMCs.
- In the Annual Membership Survey, we streamlined the data gathering format for capturing information on IMC's strengths and priority areas for improvement.

MGDC Key Results of the Year and Plans for 2025 (2/2) - Zoom on Experience Exchange



• Highlights:

• Russia:

- Professional knowledge exchange CMC (to keep them up-to-date)

• Canada:

- Strategic Marketing programme for the development of the CMC brand (executives, large firms, academia)

Monitoring of Members in Good Standing

“Member in Good Standing” affirms the Member’s commitment to the vision of the ICMCI, reflected in its Professional Code of Conduct, and to the ICMCI Bylaws.

Key criteria for “Member in Good Standing” include:

- *QAC assessments:* positive results are achieved,
- *Payments:* timely settlement of financial obligations to ICMCI
- *Engagement:* delegates respond in a timely fashion to ICMCI activities and requests.

Overall, we are pleased that there are 43 full and provisional members and 1 observer in Good Standing.

The MGDC continues to work with IMCs to strengthen the position of the ICMCI and its member institutes and achieve quality growth for all.

The Way ahead

- We plan to organise more best practice Experience Exchange sessions based on topics linked to the priorities identified by IMCs.
- The next session will be held in early 2025 on *“Finance and Income Generating Strategies”*.
- Some of our Committee members are actively involved in ICMCI Cross functional task forces – which enhances our contribution to IMCs at many levels.

Thank you for your Comments and Questions!



Thank you for your attention!

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