

**2009 Business Plan**

<b>1. STANDARDS</b>		
<b>Action</b>	<b>Strategic Outputs</b>	<b>Completion Date</b>
Membership Standards	<ul style="list-style-type: none"> <li>• Monitor adherence to membership standards and application procedure</li> </ul>	On-going
Health & Safety	<ul style="list-style-type: none"> <li>• Maintain and extend eGuide, on common application of health and safety practices across major exhibition venues</li> <li>• Provide ad hoc guidance on health &amp; safety issues as they arise</li> <li>• Seek appropriate consultation with venue health &amp; safety issues affecting members e.g. electrical testing</li> </ul>	On-going On-going On-going
Contractors Register	<ul style="list-style-type: none"> <li>• Conduct a feasibility study with a view to develop &amp; launch an approved contractor scheme</li> </ul>	December 08
Sub-contracting	<ul style="list-style-type: none"> <li>• Promote practice of ESSA members sub-contracting work to other ESSA members</li> </ul>	On-going
AEO recommendation of ESSA members	<ul style="list-style-type: none"> <li>• Promote practice of recommendation by AEO organisers of ESSA members</li> </ul>	On-going

<b>2. CONTRACTOR ISSUES</b>		
<b>Action</b>	<b>Strategic Outputs</b>	<b>Completion Date</b>
Membership	<ul style="list-style-type: none"> <li>• Develop a sales plan to recruit 27 new members</li> <li>• Obtain membership retention rate of 94.5% of membership revenue</li> </ul>	December 09
Venue lobbying	<ul style="list-style-type: none"> <li>• Seek appropriate consultation on all venue issues affecting members e.g. transport, electrics, venue facilities etc</li> </ul>	On-going
Government lobbying	<ul style="list-style-type: none"> <li>• Formulate Government strategy to encourage Government to use ESSA members for their events. Investigate funding opportunities to develop industry standards from government agencies such as Business Link</li> </ul>	On-going
CITB	<ul style="list-style-type: none"> <li>• Provide members with advice on CITB issue</li> </ul>	On-going
ESSA/AEV Technical Committee	<ul style="list-style-type: none"> <li>• Participate in this working group representing contractors voice in technical industry issues</li> </ul>	On-going
ESSA Sustainability Working Group	<ul style="list-style-type: none"> <li>• Launch sustainability working group</li> </ul>	March 09
<b>3. EVENTS</b>		
Exhibition presence	<p>Devise exhibiting strategy to fulfil objectives of raising ESSA's profile, recruiting new members and account management for existing members, shows to be considered;</p> <ul style="list-style-type: none"> <li>• Exhibiting show</li> <li>• Confex</li> <li>• Event Show</li> <li>• EventUK</li> <li>• Showmans Show</li> </ul>	<p>June 09 February 09 February 09 September 09 October 09</p>
Contractors Conference	<ul style="list-style-type: none"> <li>• G50 Summit</li> </ul>	Oct/Nov 09
Member event	<ul style="list-style-type: none"> <li>• Golf Day</li> </ul>	August 08

Action	Strategic Outputs	Date
EIA Board meetings	<ul style="list-style-type: none"> <li>Attend EIA board</li> </ul>	Quarterly
AGM	<ul style="list-style-type: none"> <li>Arrange AGM</li> <li>FOC member event</li> </ul>	Annual
<b>4. PR &amp; COMMUNICATIONS</b>		
Communications plan	<ul style="list-style-type: none"> <li>Develop communications strategy for the association to include; <ul style="list-style-type: none"> <li><u>Internal Audiences</u> Possible segmentation of database and appropriate messages General communications Shop floor workers Review of electronic &amp; hard copy communications</li> <li><u>External Audiences</u> Promote practice of ESSA members sub-contracting work to other ESSA members Promote practice of recommendation by AEO organisers of ESSA members Lobby government departments to use ESSA members</li> <li><u>Magazine coverage</u> Optimise press coverage / comment / expert comments Maintain articles with Exhibition Bulletin Maintain articles with EIA Magazine</li> <li><u>Seminar sessions</u> Optimise ESSA presence and contribution to various seminar programmes</li> </ul> </li> </ul>	Ongoing
Accommodation of secretariat	<ul style="list-style-type: none"> <li>Research options and implement optimum location of secretariat</li> </ul>	May 09
ESSA Website	<ul style="list-style-type: none"> <li>Maintain and develop ESSA website</li> </ul>	On-going

Action	Outputs	Date
<b>5. RESEARCH</b>		
Contractor	<ul style="list-style-type: none"> <li>• Ascertain contractors views of the industry, their issues &amp; challenges with venues and organisers</li> </ul>	September 08
Salary	<ul style="list-style-type: none"> <li>• Benchmark salary levels paid within the industry</li> <li>• Facilitate comparisons between members</li> </ul>	September 09
Industry	<ul style="list-style-type: none"> <li>• Contribute to EIA Industry Facts Research</li> </ul>	Ongoing