



Marketing Committee - Terms of Reference

Purpose

The Marketing Committee is responsible for developing and overseeing a coherent communications strategy to ensure effective internal and external communication in order to raise the profile of INCA and promote the benefits of EWI.

Activities

The Committee will:

- Develop and oversee an annual marketing strategy which is linked to the overarching INCA strategy in order to support the relevant INCA objectives
- Sift the INCA Awards entries and agree a short list of entries to be reviewed by an independent panel of experts
- Support the organisation of the INCA Awards Dinner by providing feedback on key areas including the venue, host, sponsors, guest list, brochure and promotion
- Identify and support the development of promotional material to promote INCA and the benefits of EWI to the industry's existing and potential clients
- Monitor usage of the INCA website and put forward suggestions for improvement
- Develop and oversee a social media strategy
- Consider and support the Secretariat with exhibition/trade show opportunities.

Membership and Chair

Members of the Committee are elected on an annual basis by the INCA Board in December. Members should have relevant marketing experience and knowledge.

The Committee comprises a maximum of 12 members which include:

- Chairman
- Vice Chairman
- Secretariat representative
- A minimum of two Contractor members
- A minimum of two System Designer members
- A minimum of two Associate members
- Three other members.

The Committee will be chaired by Ben Parry (Alsecco) and Secretariat support will be provided by Katie Nurcombe (INCA Director).

In the absence of the Chair, a nominated member may chair the Committee.

Authority

The Committee is advisory and supports the INCA Board of Management.

Frequency of Meetings

The Committee will meet three times a year, generally in April, July and November.

Attendance and Participation

Members are expected to attend all meetings. If members attend less than two of the three meetings held in a year, they will not be eligible for re-election the following year. Proxies or additional attendees may be accepted where particular issues are under consideration.

Committee members are expected to:

- Engage with the Committee on an impartial basis to the benefit of the industry
- Actively participate in meetings
- Proactively raise issues and points of interest that are relevant to the wider membership
- Engage with requests for information/comment outside of meetings.

Quorum

A quorum will be the Chair, or his nominee, and six other members.

Secretariat

The Secretariat is responsible for circulating agendas and papers, producing and publishing minutes, and taking forward actions following the meeting with the support of Committee members.

Written Procedure

Issues or matters taken by the Committee will normally be considered in written form with papers and documents circulated at least two weeks prior to each meeting.

Reporting

Minutes taken from each meeting will be produced and published no later than four weeks after the meeting. Minutes will record key discussion points and actions to be taken forward.

Sub-Committees

The Committee has the authority to establish sub-committees to deal with specific issues.

Review

These terms of reference will be reviewed as required but no less frequently than annually.