

AGI Council Check-in call 20th August 2024

Present: Fergus Craig (Chair), Cheryl Davies-Holloway, Alan Moore, Liz Scott, John Seabourn, Richard Flemmings, Mark Stileman, Stuart Tosney, Sam Tizzard, Peter ter Haar, Denise McKenzie, Ian Maxfield, Adam Burke

Apologies – Vida Williams, Andrew Cameron

Membership price increase

Stuart reported that the proposed 10% price increase has been accepted by the Membership Working Group, with the caveat that we may defer the increase for Partners if this creates budget issues. However, there is a need to focus on improving the AGI's narrative and pitch regarding member/partner benefits.

The increase will present some challenges for implementation in the Membership Portal, whose operation is something of a black box. We may need to manually increase the subscription of each member individually. It is not straightforward to switch to a different platform. Members will need to be notified by the end of November and price increases implemented throughout 2025, beginning on 1 January.

Action: Sam, Stuart, Fergus and Cheryl to work together to establish our technical options for managing membership subscriptions.

2025 AGI England event

The RGS has been provisionally booked for Thursday 27 November. Fergus asked whether this may clash with other events. Denise advised that this will coincide with Thanksgiving in the USA. **Action: Fergus to amend the RGS booking for the AGI England event to 13 November 2025.**

Foresight report

Richard is setting up a 1-hour planning meeting in early November. It was noted that as this is planned to be the centrepiece of the AGI England event next November time is of the essence.

Membership growth plan

There was consensus that we need a practical plan for how to solicit and recruit new members. Alan expressed concern that of a dynamic and growing industry we have only 61

associate members. It was felt that industry events (such as GGP and PSGA) provide a good opportunity for this.

We agreed that we need collateral to support the benefits pitch as well as a leads generation and follow-up process, potentially amounting to a CRM system.

There was a brief discussion about the executive discretion available to the Membership WG. Peter responded that Directors and WGs have the freedom to operate within the parameters of an overall plan that has been approved by Council.

Action: Start and Andrew to prepare an outline membership working plan and 'elevator pitch' for the Council meeting in November.

Action: Sam and Stuart will design a simple online form to register potential member interest.

Standards

The Standards section of AGI's website has not migrated smoothly and there are some broken links. The standards@agi.org.uk mailbox is no longer active, and it was agreed that enquiries should be directed to info@agi.org.uk.

We need to have a strong Council link to the Standards WG. It was noted that one of the 2025 Council nominees has expressed a strong interest in standards. We should schedule an update on this topic for early in 2025.

Richard noted that AGI's involvement in standards provides an opportunity to raise our status and value via judicious communications.

GeoCom

The programme has been published, pending a decision on the format of the final panel session. 117 tickets have been sold to date, and two new silver sponsors (Landplan and Delcour McLaren) have been confirmed.

Denise reported that one of the speakers is unhappy with the timing and duration of his speaking slot, probably as a result of a lack of personal engagement. Denise and Liz will work together to rectify this.

