

## IAM National Conference (Bikes) 2015

Aston University Sunday 25 October 2015

### Opening address:

**Alistair Cheyne OBE** welcomed everyone to the conference with news that IAM Membership is now over 92,000

The driving and riding standards review is almost complete, and is currently being trialled

The new National Representative Group (NRG) structure has been accepted and implemented

Our national free taster sessions were very successful, with about 1,000 people taking up the offer

Our skills days are FUN!

The weekly digital newsletter gives you as much information as possible

The IAM must look to preserve existing memberships rather than only looking to grow

After 6-years in the Chair, I am standing down

**Ken Keir OBE** Chairman Elect, introduced himself to the conference and thanked Alistair for all that he has done as Chairman.

His background is working for Honda.

He is passionate about road safety. Aged 9-years he was run over by a car and spent 6-months in hospital

Motorbikes are now safer than ever and contribute to a decline in accidents

Motorcycle technology makes riders lazy

Ken stated that we must target young riders under 40 years of age to survive

Ken thanked all groups for all the effort they put in for no reward

**Sarah Sillars OBE** was appointed as IAM Chief Executive in February 2015

She has over 25-years working at the strategy level of the motor industry, focussing on improving the sales and servicing experience standards

We are in road safety to deliver safety and enjoyment

Motorbikes significantly reduce congestion, which is set to double in 6-7 years

At the IAM, I'm working with the best people in the business

### **Workshop 1 - Overall Strategy:**

Membership of the IAM is higher today than at any time over the last 5-years, with 92,651 members

Our vision is to be the BEST and most recognised provider of training and advice for all post license drivers and riders

Target younger riders, under 40's

Our use of social media is increasing

The IAM currently has about 1,200 press articles per month in leading publications

Motorcycling is the key to cutting congestion, but has a disproportionate number of accidents

### **Workshop 2 - Attracting new riders:**

IAM has an image problem, age of members and types of bikes ridden

Some people do not like tests and not everyone wants to take a test

We need to look to target non-biker venues

### **Workshop 3 - Driving & Riding Standards:**

In 2016, there will be a whole new package of documents and administration for both associates, observers and examiners. This will standardise the advice we give across the country

### **Workshop 4 - Observer Succession Planning:**

98% of people who attended this session were qualified group observers

Trainee observers are a great way of planning for the future, and groups should look to develop people in this way

Not everyone who wants to become an observer is suitable

### **Workshop 5 - Group Engagement:**

The IAM has a three year plan, to become a trusted, household name.

The average age of an IAM member is 56

The average age of a group observer is 59

Groups can now have a standard IAM website