



for Exhibitor and Event Marketing

Made possible by TS²

Guidelines for Election to The Board of Directors

Thank you for your interest in serving on The Center's Board of Directors.

The mission of The International Center for Exhibitor and Event Marketing (The Center) is to provide a powerful focal point for outreach to the exhibitor and event marketing professional community. It serves as a resource for all who are actively engaged in exhibit and event marketing.

This guide is designed to provide an accurate appraisal of the challenges that The Center's board members face. It is also intended to give you a clear understanding of the candidate selection process.

The Center is a council of the International Association of Exhibitions and Events. The organization's business affairs and direction are managed by its board of directors and IAEE, a not-for-profit association, the sole shareholder of the corporation. If you have questions about the process or the materials to be submitted, please contact Susan Brower, CMM, CCP, +1.972.687.9255.

This guide contains information about:

- Qualifications and Commitments
- Timeline for Nominating Process
- Summary Sheet Details
- Guidelines for Letter of Intent
- Key Components of a Resume
- Guidelines and Form for Nominee Statement

Please review the information to evaluate your ability to fulfill the responsibilities required.

Duties

The Board of Directors:

- manages the business affairs of The Center.
- works with staff for the execution of approved strategies and initiatives.
- monitors the progress of The Center and plans for the future.
- is responsible for the accurate accounting and reporting of the financial state of The Center.
- looks for and grooms future board members of The Center.
- values and promotes consensus, cooperation and participation within the entire community.
- is accountable to the IAEE Board of Directors, not a particular segment or interest group.

Qualifications

- Creative and entrepreneurial spirit with the ability to identify new resources and strategies
- Secure in own abilities, able to contribute beyond personal development and business interest
- Multi-dimensional thinker
- Interpersonal relations skills: approachable, savvy, values and respects other people
- Visionary - open to new ideas, able to prioritize and consider future direction
- Objectively evaluates the ideas of others
- Inspires confidence and enthusiasm
- Knowledge of fiduciary role of a governing body
- Integrity - establishes and maintains a personal code of conduct that serves as a model for others
- Support from employers/colleagues for the time and financial commitment required

Self Appraisal

To help you achieve a better understanding of your own motivations consider the following:

- Why do I want to serve as an elected leader of The Center?
- Am I willing to sacrifice time, expenses and other goals?
- Do I have adequate support and understanding from my own organization?
- Am I willing to accept varying perspectives?

- Can I communicate effectively? Can I deliver the message to others?
- Can I be objective to respond to the needs of the entire community and organization?
- Can I identify with, and work with, the staff as a team member?
- Can I relinquish authority and control when my term of service has ended?
- Can I put aside my self-interests for the good of The Center?

Travel and Time Commitment

- Two, half-day board meetings each year – once during TS² and once during Expo! Expo!
- Two or three teleconferences may be scheduled each year for no longer than 60 minutes each.
- Directors are usually elected to three-year terms and sometimes it is necessary to fill an unexpired director's term of one or two years.
- May require two to three hours per month depending upon need and current circumstances.

Phone calls, letters, reading, etc.

- Responses to mailings from The Center's staff
- Review minutes of board and committee meetings

Expense Reimbursement

Directors serve at their own expense and are expected to assume the cost of travel and lodging.

Timeline for Nominating Process

The task of leadership development is a year-round activity at The Center. If you wish to be considered for election to the board of directors for terms beginning in 2011, you may express your interest at any time, but no later than 15 June 2010. The Nominating Committee identifies candidates for nomination for the ensuing fiscal year and a proposed slate of nominees is put before The Center's Board of Directors for approval in July. The board accepts the slate at its next board meeting and then sends it to the IAEE Board of Directors for review.

Nominee Summary Sheet - Overview and Form

This form, found on the last two pages, is a cover sheet for the materials you submit. Please fill it out completely. State your name as you would want it to appear in all official references. Include on this form two professional references, their e-mail address and phone numbers. Staff may not serve as references.

Guidelines for Letter of Intent

In the letter of intent, include your acceptance of consideration for nomination, give staff permission to contact your references, and state your reason(s) for wishing to be considered for election as a director of The Center.

Nominee Issue Statement

Submit a written statement about a major issue facing exhibitors/event marketers today, including your approach or suggestions for addressing the issue, including what role, if any, you might see for The Center to play. This statement, limited to 200-250 words, will be used by the Nominating Committee to evaluate your:

- Current awareness of vital industry issues
- Leadership ability related to your approach or suggestions for addressing the issue.

Key Components of a Resume

Please enclose a current resume. If you are selected as a candidate for election, information will be summarized from your resume and presented to the IAEE Board of Directors with the announcement of your candidacy.

- Name
- Formal education
- Work Experience: list employer name, city/province, state, your role/title, and dates of employment. Include current and past positions. Include leadership roles for past two years in your work place.
- Professional associations, community service: List all memberships and leadership roles in national and local associations, organizations and the industry and dates of membership.
- Awards and Honors

The Center's Board of Directors Nominee Form

Your Name _____

Address _____

City _____ State/Province _____ Zip/Mail Code _____

Country _____ Telephone: Work _____

E-Mail _____

If it is necessary to contact you by phone, when is the best time to reach you and at which number? _____

Professional References (2)

Name _____

Address _____

City _____ State/Province _____ Zip/Mail Code _____

Country _____ Telephone: Work _____

E-Mail _____

Name _____

Address _____

City _____ State/Province _____ Zip/Mail Code _____

Country _____ Telephone: Work _____

E-Mail _____

Honor Statement: I attest that all of the information I have provided to be used in the candidate selection process is true and verifiable.

Signed _____

Items to Include

- Summary Sheet
- Letter of Intent
- Resume
- Issue Statement

DEADLINE FOR TERMS BEGINNING IN 2011 IS 15 JUNE 2010.

Send to: Peggy Johnston

The International Center for Exhibitor and Event Marketing

12700 Park Central Drive, Ste 308, Dallas, Texas USA 75251

Tel: +1(972) 687.9255 **Fax:** +1(972) 458.8119 **E-mail:** info@iceem.net; **Web:** www.iceem.net