

2008 IVCA Membership Survey

Key Findings

- Members feel that developing business, maximising UK market opportunities, developing contacts and providing effective networking are the most important activities the IVCA should be involved in and actively promoting.
- More than twice as many members are satisfied with their IVCA membership than dissatisfied (41% satisfied vs. 16% dissatisfied). However, around 2 in 5 members did not express an opinion on this.
- The IVCA Awards is the most popular event for members and the Handbook and advertising/sponsorship opportunities the most used benefits and services.
- There is little desire for the IVCA membership fee to increase in 2010. Half believe it should be at the same level as 2008 or reduced.
- At the same time, the survey results show strong appetite from members for several service improvements from the organisation.
- A key improvement members would like to see is to make the IVCA website more appealing and useful for their membership.
- There is also strong desire for the IVCA to help members develop their business.
- Many of benefits and services that the IVCA offers has a fairly low take up.

This newsletter presents the key findings from the IVCA's first ever independent membership survey.

The online survey took place between 9th - 31st December 2008 with 120 members responding.

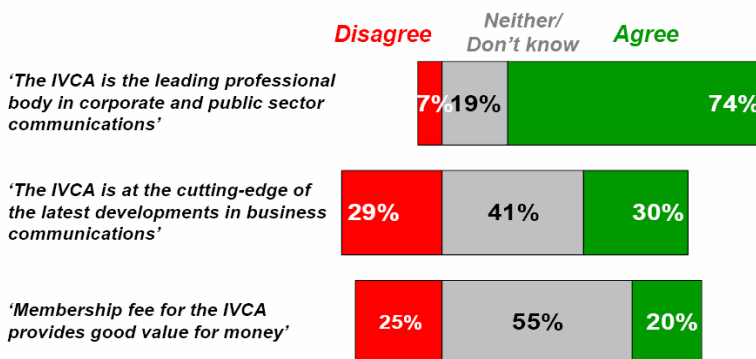
The survey was designed by the independent research company Woodnewton Associates and this newsletter has also been produced by the research team.

Full results of the survey are available on the IVCA website.

Membership Overall

IVCA Overall

Q3) Please indicate how much you agree or disagree with the following statements about the IVCA

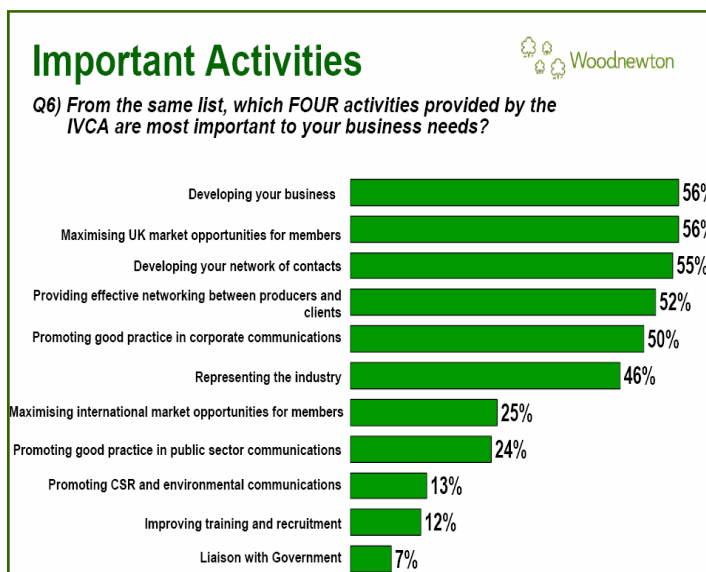


While twice as many members would speak highly (39%) about the IVCA than be critical about it (17%), a significant proportion said that they would be neutral (37%).

The chart on the left shows that three in four members (74%) believe that the IVCA is the leading body in corporate and public sector communications.

However, on the two other indicators, there is no clear agreement among members. Three in ten consider the IVCA to be at the cutting-edge of the latest developments in business communications and one in five believe that the membership fee provides good value for money.

IVCA Activities



Members are clear that they would like the IVCA to help them develop their business, contacts, networks and market opportunities, particularly in the UK. Fewer members believe that it is most important for the IVCA to promote good practice in communications or to liaise with Government.

Generally, the IVCA scores highest in its promoting the industry and communications roles. For example, 67% of members are satisfied with the IVCA in promoting good practice in corporate communications.

In contrast, the highest levels of dissatisfaction are in providing effective networking between producers and clients (41% dissatisfied), developing members' business (41% dissatisfied) and developing members' network of contacts (39% dissatisfied).

Communications

The vast majority of members feel either very well informed (22%) or fairly well informed (58%) about the benefits and services provided by the IVCA. One in five members do not feel very well informed and no respondent to the survey felt not at all informed.

Currently, the most popular way in which members receive information about the IVCA is through the IVCA Update (97%), followed by Televisual Magazine (86%), AV Magazine (85%) and IVCA Emails (85%).

As can be seen by the table on the right, the channels members say they would prefer to receive information is quite different, with the IVCA website potentially being the most important. The detailed survey results provide a number of examples of how the website can be improved.

Several members also said that they would like more targeted and more regional information and communications with the organisation.

From which sources would you prefer to receive information about the IVCA?

IVCA Website	80%
Contact with IVCA Officials	71%
IVCA Emails	71%
From other IVCA members	60%
IVCA Update	56%
IVCA Events	56%
AV Magazine	43%
Televisual Magazine	41%

IVCA Website: "It should be attractive, clean and modern in look so it can be a showcase for the industry it represents"

Events

By far the most popular event for members is the IVCA Awards, though fewer than half of members attended this event in 2008.

Around a quarter of members attended the Clarion Awards and about one in five attended the IVCA seminars or the Award Winners Screening.

The low number of survey respondents who attended the events means the data on satisfaction with the events should be seen as indicative only.

"The IVCA Awards is great from a business point of view, but the event is expensive"

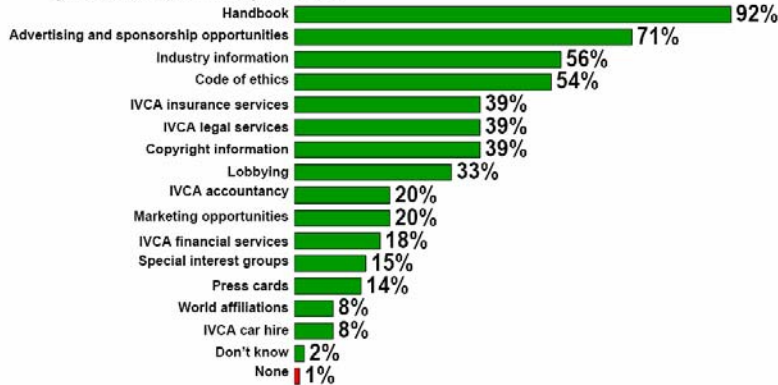
"Make the Awards less extravagant so smaller companies are able to attend"

"The IVCA Awards are VERY old fashioned...being at the awards is like being stuck in the 1980's"

Benefits and Services

Benefits and Services (Awareness)

Q16) Which, if any, of the following membership benefits and services are you aware the IVCA provides?



Nearly all members are aware of the IVCA Handbook, with more than half also being aware of advertising/sponsorship activities (71%), industry information (56%) and the code of ethics (54%).

Fewer than half of members are aware of any of the other IVCA membership benefits and services.

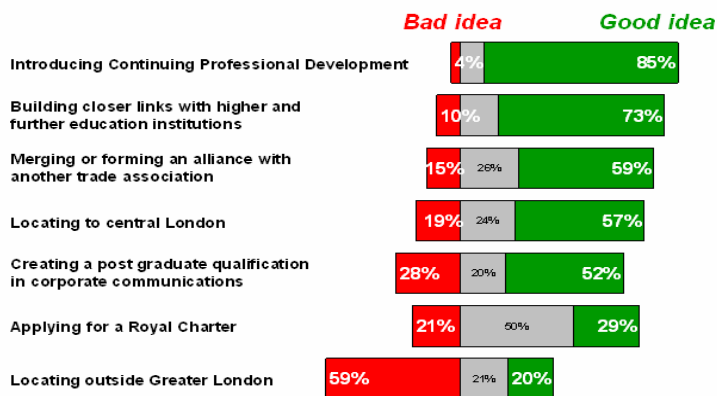
Most members are satisfied with the Handbook (66% satisfied vs. 7% dissatisfied). For all the other benefits and services, the majority of members do not have a view on them.

The highest level of dissatisfaction is with marketing opportunities, where 20% of members say they are dissatisfied, compared with 9% saying they are satisfied. This finding further suggests the IVCA should prioritise improving how it can best assist members in marketing and business development.

The Future

Future Options

Q19) Below are a number of activities some people have suggested the IVCA should become involved in. For each, please indicate whether you think it would be a good idea or bad idea for the IVCA to become involved in.



Members were asked their views on a number of possible new areas of activities or developments for the IVCA, as shown in the chart above.

There is a strong consensus that it would be a good idea for the IVCA to introduce Continuing Professional Development (85%) and to build closer links with higher and further education institutions (73%).

Three in five members believe the IVCA should merge or form an alliance with another trade association and a majority think it would be a good idea to create a post graduate qualification in corporate communications.

While more members are positive (29%) than negative (21%) about applying for a Royal Charter, half do not have an opinion on this idea.

Three times as many members think it is a good for the IVCA to move to central London than think it is a bad idea. Three in five members believe it would be a bad idea if the IVCA were to relocate outside Greater London.

55%

of members said their 2008 financial performance was better than in 2007. (18% worse and 26% the same)

28%

of members expect their financial performance in 2009 to be better than in 2008. (28% worse, 34% about the same and 10% don't know)