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# New Benefits from a European Trade Association

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# When should a company join a TA ?



- Benefits >> Cost
  - ❑ Cost = fee(s) + participation time + opportunity cost
  - ❑ Fees = membership fee + fees for optional services
- ✓ Direct tangible benefits > fees
- ✓ Indirect tangible benefits >> participation time
- ✓ Business opportunities gained >>> business opportunities lost
- Participation must be possible at a number of levels



# Transparency

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- Why is transparency important
  - “The TA conducts itself in an atmosphere that is open and transparent with the goal of enhancing trust and understanding. Unless there are compelling reasons to the contrary, the TA will provide to members, stakeholders, external bodies and the public, relevant information affecting them and the actions of the TA in a timely manner.”
- This principle is built into most of the service delivery procedures described in the “Representation Brochure”
- There are a few exceptions where confidentiality is necessary
  - May be at different levels



# Trade Association 'brochure'

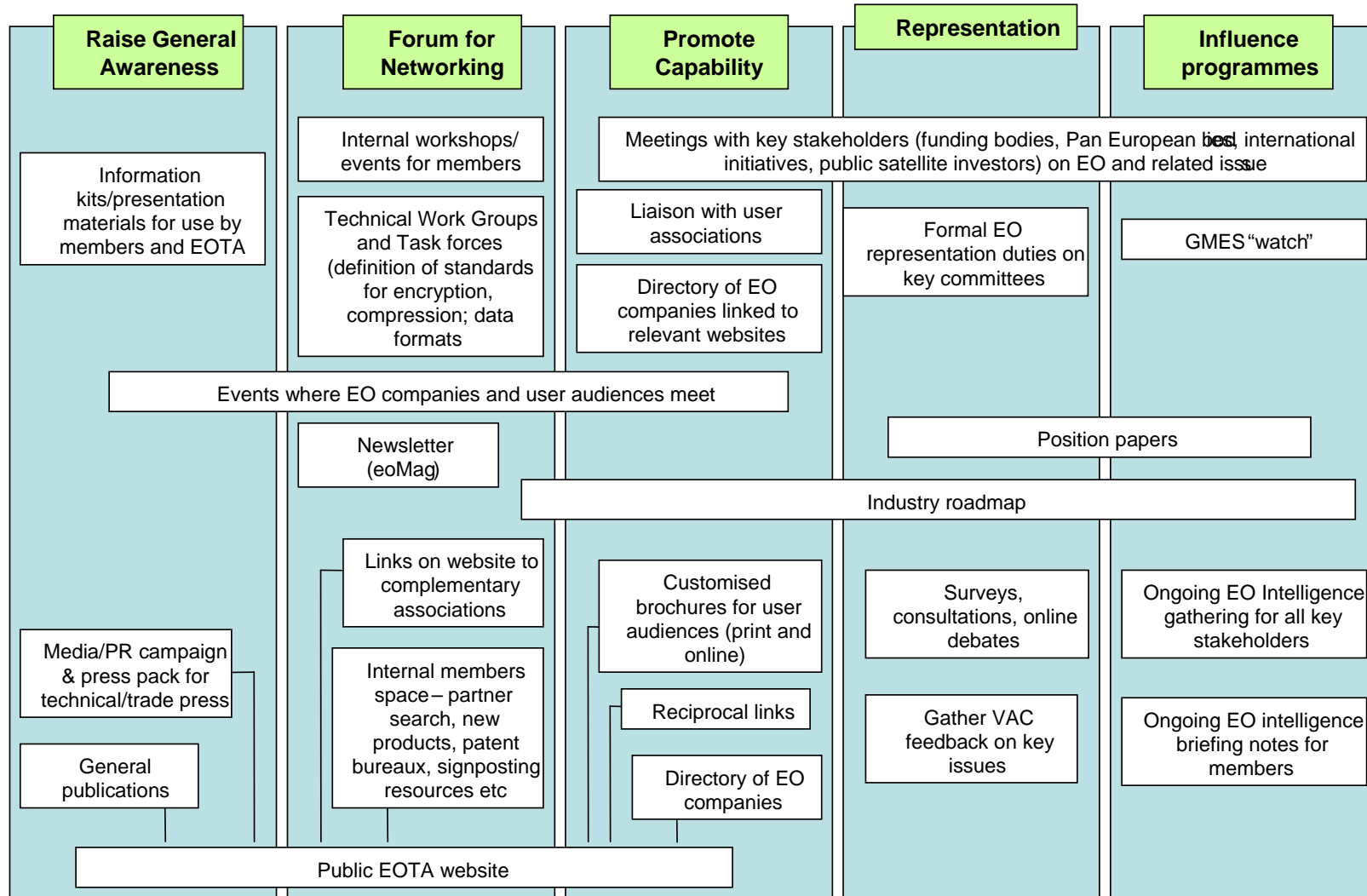
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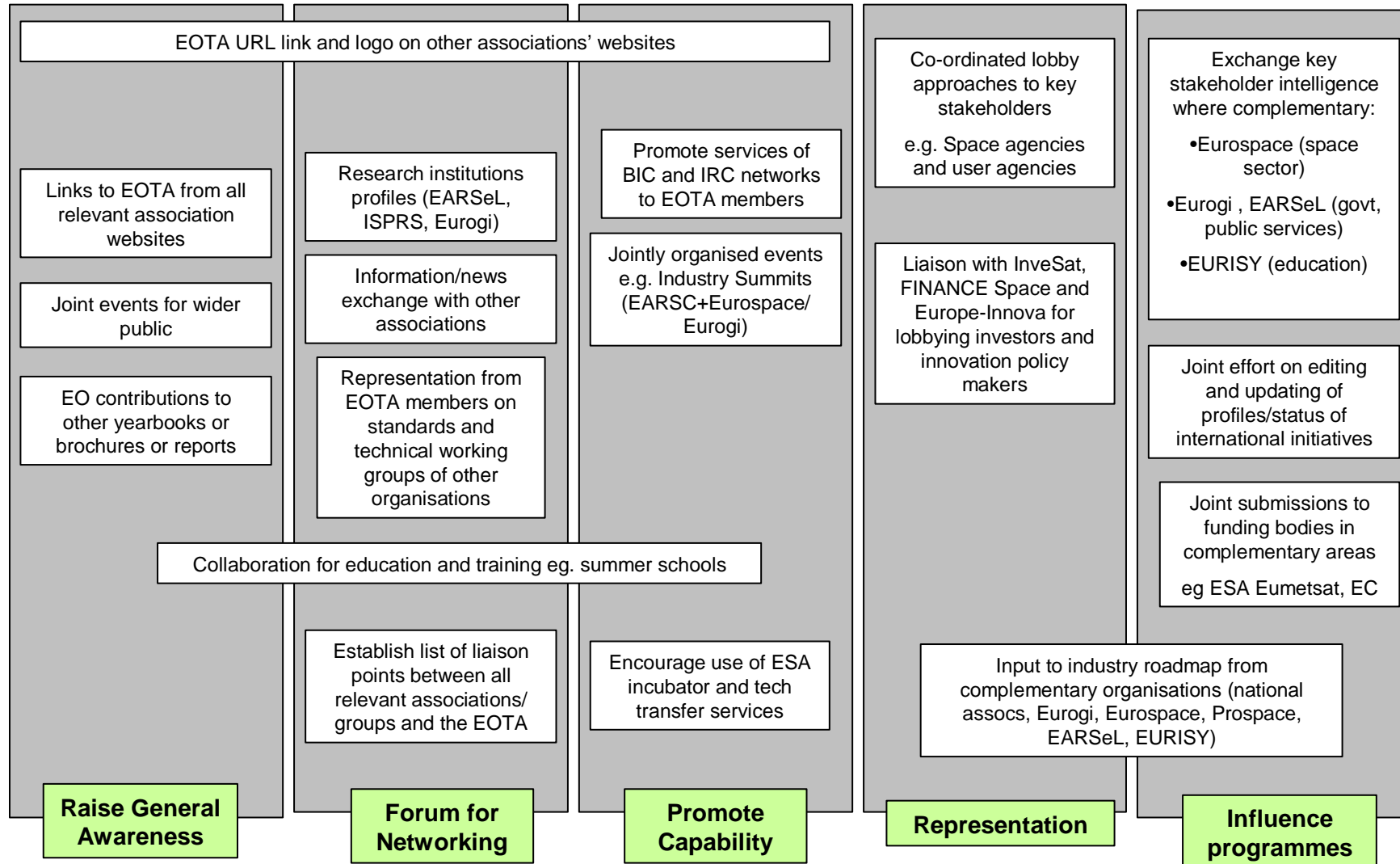
- identify all potential services
- describe the process for delivery of each service
  - success (or failure) of a service greatly depends on the precise details of how it is provided
- identify the beneficiaries and benefits for each service
  - especially tangible benefits
  - identify tangible benefits of participation
    - Benefits to the person/organisation carrying out the role



# Services Overview: Internal



# Services Overview: External



# List of services identified: 1 of 2



## Raise Awareness

- User-focused Promotional Material
- Maintain an External Contact List
- Presentations on Behalf of EO Industry
- Communications/PR Services
- Web-site
- Awards
- Facts and Figures
- Organise Public Events
- Publish an External Newsletter
- Attract International Stakeholders to TA Events

## Networking Opportunities

- Maintain a Members List
- Social Events for Members
- EOTA Technical Working Groups
- External Working Groups
- Directory of EO Business Resources
- Announcement and News Circulation
- Collaboration for Education and Training
- Information Filtering
- Coordinate with National Associations
- Facilitate Business Opportunities
- Links to Innovation/IPR agencies



## List of services identified: 2 of 2



### Promote Capability of Members

- Attend Meetings with International Stakeholders
- Directory of EO Companies
- Promotion Material - member showcase
- Promote Business Innovation Networks
- Promote Incubators and Knowledge Transfer

### Influence

- Influence Programmes/Missions
- Cooperate with International Associations to Influence Programmes

### Represent Members Interests

- Maintain an Industry Roadmap
- Prepare Position Papers
- Pro-active Dialogue with Stakeholders
- Consult with Members
- Lobby on Data Policy and IPR
- Lobby Investors

### Other Services

- Certification of members
- Discount Scheme(s)
- Careers Advice and Development





# Example new service: Awards



<b>Service A6</b>		<b>Purpose</b>
<b>Awards</b>		<b>Raise Awareness of EO Promote industry excellence</b>
<b>Process:</b>		
<p>The TA holds an annual competition and award ceremony.</p> <ul style="list-style-type: none"> <li>• Entries are in various categories (TBA)</li> <li>• TA Members are invited to submit a presentation about a product, system or service to the awards panel. Only members can enter the competition.</li> <li>• The awards panel is chaired by an independent person not involved with the TA and selected by the TA Chairman.</li> <li>• Winner(s) are announced and described in the newsletter and by press release</li> <li>• Presentations of the winners are published on the TA web site</li> <li>• Prizes are determined by the awards panel and approved by the TA board.</li> </ul>		
<b>Beneficiary</b>	<b>Benefit</b>	<b>Value/Impact</b>
All Members	Create new opportunities for industry.	Expand the market Raise standards
Winners	Target customers and potential customers indirectly.	Stimulate direct sales
TA	Deepen industry influence through the awards panel chairman.	Members benefit
Awards panel member	Get visibility of leading edge	Business improvement
Awards panel chair	Demonstrates a portable achievement	Career development



## Example new service: Coordinate with National Associations



<b>Service B9</b>		<b>Purpose</b>
<b>Coordinate with National Associations</b>		<b>Facilitate Networking Representation of EO Service Sector</b>
<b>Process:</b>		
<p>The TA works with national EO associations</p> <ul style="list-style-type: none"> <li>the TA takes responsibility for lobbying at European level but consults with national associations in order to develop its policy, lobbying points and position papers (Service D2).</li> <li>An agreed subset of TA membership benefits is made available to national TA members through their national TA.</li> <li>The national TA can make lobbying points to its national (i.e. member) delegations</li> </ul>		
<b>Beneficiary</b>	<b>Benefit</b>	<b>Value/Impact</b>
National TA	Delegates international lobbying to the international TA	Saves effort
National TA Members	Gain some international TA benefits	Added value
TA	<p>National TA subscription.</p> <p>Evidence of consultation with national TA's strengthens its case.</p> <p>National TA can lobby on points of common interest to national delegations (i.e. who sit on the programme boards/councils of international agencies) - an international TA does not have a government delegation associated with it.</p>	<p>Income.</p> <p>Stronger voice.</p> <p>Access to influencers and decision makers at national level.</p>



# Example new service: Facilitating Business Opportunities



Service B10		Purpose
Facilitating Business Opportunities		Facilitate Networking Assist Members Commercially
Process:		
<p>The TA assists members to pursue business opportunities and customers to access the industry (where it makes business sense for members, and provided that there is no conflict of interest):</p> <ul style="list-style-type: none"> <li>• On request, the TA can facilitate members to form consortia e.g. by creating <i>ad-hoc</i> working groups or setting up meetings between members</li> <li>• When requested to do so by a contracting organisation the TA notifies all its members of tender opportunities</li> </ul> <p>NB The TA does not circulate business opportunities that are a) already disseminated using announcement services or b) selective/confidential.</p>		
Beneficiary	Benefit	Value/Impact
Contracting organisations	Simultaneously access all the TA's members when initiating tendering processes.	Demonstrates fairness
Participating TA Members	Find partners more easily	Reduced cost of sale
	Make propositions which represent a cross section of the industry	Increased chance of success (for some prospects)
TA	Strengthens reputation for impartiality.	Can occasionally lead to very high value benefits to members.



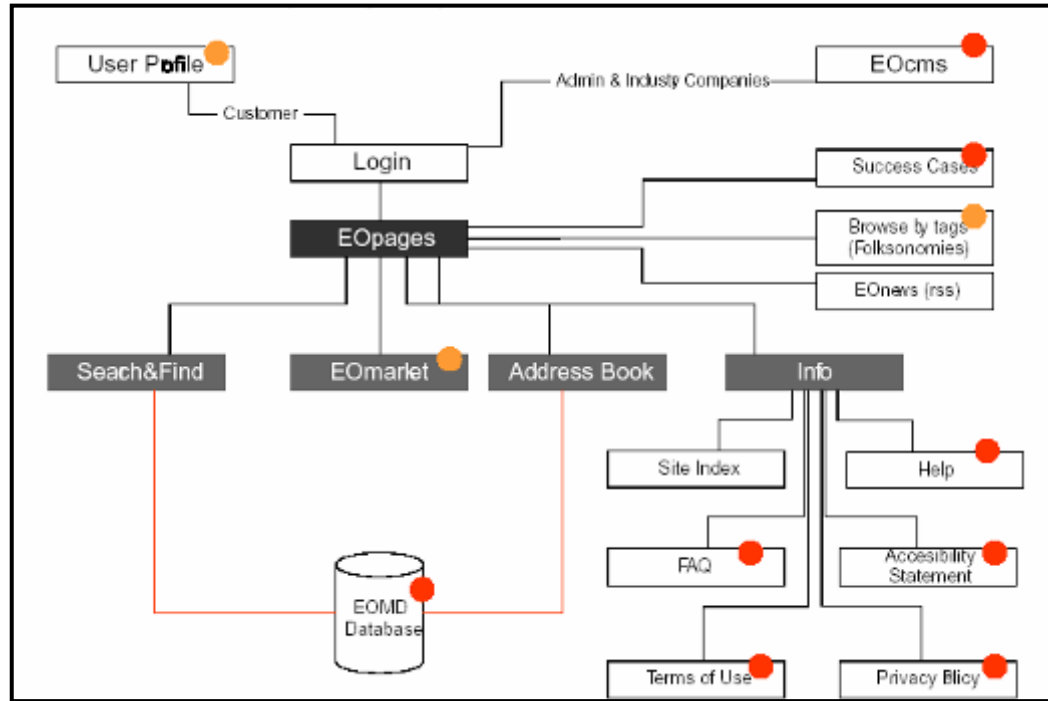
## Example new service: Discount Scheme(s)



<b>Service F2</b>		<b>Purpose</b>
<b>Discount Scheme(s)</b>		<b>Education and Training</b>
<b>Process:</b>		
<p>The TA enters into agreements with suppliers that provide TA members with a discount on standard price lists (e.g. for EO data and software).</p> <ul style="list-style-type: none"> <li>• The TA enters into an <u>MoU</u> with each vendor</li> <li>• The discount scheme is publicised to members on the web site and in external newsletters (to encourage new members and to give publicity to the vendor).</li> </ul>		
<b>Beneficiary</b>	<b>Benefit</b>	<b>Value/Impact</b>
TA Members	Lower cost of raw materials and capital investments	Cost saving Increased margins
Participating Vendors	Good publicity	Increased sales
TA	Provide a tangible benefit which is exclusive. Attract new members.	Wealth creation.

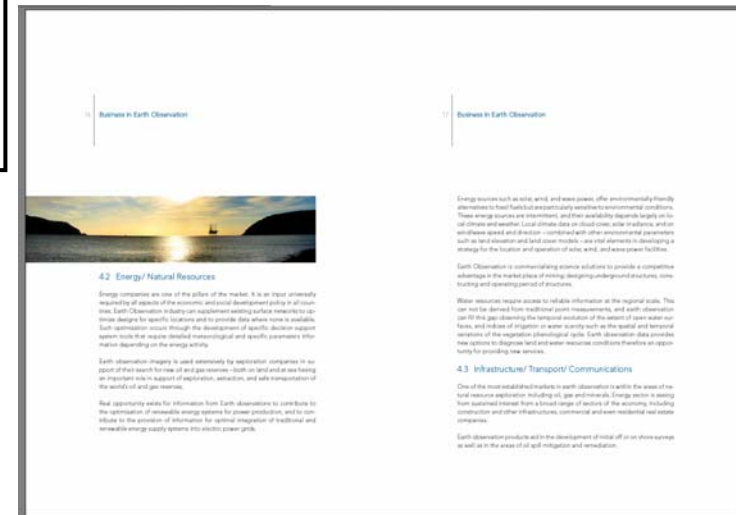


# Prototype Services



## Industry Directory: EO Pages

## User Oriented Industry Brochure



## What does this mean for an EOTA constitution ?

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- Able to enter into contracts
- Paid Secretariat
  - Secretary General – part time, senior figure, 100% impartial
  - Executive Secretary
  - Maybe adding others: membership officer, finance officer etc.
- Board of directors
  - all from industry
  - rotation of members, especially Chairman, Treasurer
  - preservation of experience in running the TA
- Working Groups
- Participating members: contribute, participate, subscribe



# How to pay for it ?



- Fees
  - Concession for very small companies
  - Flat rate for all others – everyone ‘weighs’ the same
- Income – linked to industry roadmap
  - Member Services
    - Workshop sponsorship, directory entry, ...
  - Sales to non-members
    - Conference/workshop fee, Facts and figures, other IP having commercial value
  - Grants from EC
    - SME support, Knowledge transfer ...
  - Direct support from ESA (time limited, full cost or shared cost basis)
    - Directory of services, Industry brochure
    - Secretary General
    - Small company subsidy
    - Filtering and Disseminating ESA policy and programme information
    - Facilitate partnering
- A five year financial model is in preparation



# Comments

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- Not possible to cover the detail of all services today
  - ‘the devil is in the detail’ – e.g. conflicts, limitations
  - ... and so is success.
- Softcopies of the draft list of TA services (T4.2 TA brochure) are available from [www.eovox.org](http://www.eovox.org)
  - from next week
  - the draft is open for comments until 29 September 2006
  - Please send comments to [matthew.stuttard@logicacmg.com](mailto:matthew.stuttard@logicacmg.com)
- Also open for comment today:
  - Position paper, prototype eoPages, draft Industry Brochure

