

## AIME Executive Board Terms & Duties

The AIME Executive Board (the Board) exists to represent the AIME Membership both externally and internally, to provide strategy and policy guidance to the AIME Secretariat, and to provide an easy and timely communication channel for Members views.

### *Eligibility*

- Election to the Board is open to nine representative individuals of fully paid Sponsor or Executive Members of AIME one of whom will serve as AIME Chairperson.
- Other Members may be co-opted to the Board from time to time where deemed beneficial and necessary, but in a non-voting capacity. An interview with the Chair will be necessary to ensure suitability.
- A representative balance is sought for the Board across the premium interactive media and entertainment value chain and covering multiplatform service activities.
- Board is responsible for ensuring sufficient Industry wide spread representation of the AIME Board.

### *Term*

- Appointments of elected individuals to the Board shall normally be for a period of two years. Replacement of a Member of the Board for whatever reason and for the remainder of the term shall be at the sole discretion of the Board.
- Non-attendance (e.g. less than 4 meetings in a year) will result in the Board member being asked to step down (*attendance can be by conference call*)

### *AIME Chair*

The AIME Chairperson will be elected by the Board as the first duty of the incoming Committee and the term will be for the duration of the Board.

### *Nomination Process*

AIME UK Members are invited at the appropriate time to forward names for election by prior agreement with the nominee. Individuals may nominate themselves and existing Board Members may offer themselves for re-election.

AIME Secretariat will ensure nominees are eligible for the voting process.

### *Voting*

AIME Sponsor, Executive Members and Members are eligible to vote against the list of nominated individuals and voting shall be conducted by email. The votes will be collected, counted and declared by the AIME Secretariat whose decision on the outcome shall be final. Sponsor & Executive Members receive 2 votes and Members receive 1 vote.

## *Responsibilities*

Responsibilities of the AIME Executive Board are defined as:

- Strategic consultation and decisions
- policy consultation and decisions
- budget approval
- representing AIME to Industry stakeholders
- communication channel for member views
- approvals for member application
- expansion and retention of AIME Membership
- adjudication on members' conduct
- lead on an AIME initiative (at least 1)
- Board to set and monitor AIME KPIs
- Industry Education – Board to bring knowledge of own area and update on key issues

## *Timing*

Elections shall be held bi-annually commencing February 2008 and the period for nominations and voting shall be the preceding month of January with results announced the last week in January. The outgoing Board will hand over to the incoming Board first week in February.