

ESOMAR Council Elections 2021

Your Council needs you



A black and white profile photograph of John F. Kennedy, looking to the left. He is wearing a dark suit jacket, a white shirt, and a dark tie. The background is dark and out of focus.

Ask not what ESOMAR can do for you,
ask what you can do for ESOMAR?

(With apologies to J F Kennedy)

Let's hear it from some other Council members...



“Go for it. It will change your life”

(former Council member)

But before you ‘change your life’ here are some things to help you decide:

- What does an ESOMAR Council member do?
- Thinking about running?
- What are the rules for applying?
- Am I qualified?
- How do I get elected?
- What are the rules for standing?
- What is a Council meeting like?

- Any other questions?

What does a Council member do?

It is like being a non-Executive director on the board of a company, with the President as Chairman

There is a President, Vice-President and Treasurer plus seven other elected members of the Council. The former President also attends meetings.

A Council member has two key responsibilities:

1. to protect ESOMAR'S portfolio of assets (which are managed by the CFO, (Marie Agnes), and Treasurer)
2. to give guidance on the strategic development of the organisation

You will also have specific responsibilities, agreed and allocated by the President

Still interested?

Thinking about running for Council...

Can you answer yes to these questions?

Am I able to spend at least 10% of my time on ESOMAR?

Can I commit to travelling?
Meetings are four times a year if face to face (3 in Amsterdam), 2 hours every six weeks if virtual. Expect a mix. ESOMAR will cover your travel and accommodation costs

Am I determined to contribute my time, experience, voice and opinion to the Council meetings?

Is my English good enough to be able to take part? Although ESOMAR and the other Council members will support you, all the meetings and paperwork are in English

Did you answer YES?

Then, here are some rules about applying...

- You must be a member in “good standing” – which means fully paid up, with NO complaints pending
- Your application **MUST** be supported by 5 other members (members can support more than one candidate)
- Applications must include a photo, video and position/election statement
- You **MUST** sign the Council Code of Conduct, and agree to comply with the Election Rules
- You **MUST** identify any potential conflicts of interest / other commercial interests
- The deadline is this **Friday January 29th** without exceptions
- Once the Elections Committee and the Council have reviewed the applications, the candidates will be announced on **Thursday 4th February**
- After 4th February, each candidate will have a presentation with their election statement and photograph on the ESOMAR site.

Still with us? Am I qualified?

- There are no specific qualifications needed in terms of the time spent in insights or your seniority. Indeed, we need people from a range of places and backgrounds.
- Here are things that are 'nice to have' although not essential

I am excited about the prospect of helping my community

I have run a business or managed a team

I have commercial experience or understanding

I have managed a P&L

I use social media and have a good profile

Now for the important stuff... Election rules

- You cannot start canvassing until your candidacy has been approved on Thursday 4th February, 2021
- You must send any canvassing materials to ESOMAR on request, indicating to whom it is distributed and how.
- If you are approved you can only communicate about your candidacy, not the commercial services of your organisation.
- Campaigning will be open, honest and moderate. Any complaints about unsolicited messaging may result in exclusion from the ballot.
- ESOMAR does not endorse any candidates and cannot provide candidates with mailing addresses or database support.
- The ESOMAR members directory may NOT be used as a canvassing support mechanism
- Applicants will abide by the rulings of the ESOMAR Election Committee. Their decisions are final. If they find a breach, your application, or nomination, will be withdrawn.

What's a Council meeting like?

- Agendas and reading are circulated in advance
- After approving the minutes of the previous meeting, usually we start off by reviewing the finances
- Members of the ESOMAR team such as Events, Membership and Communications often attend and share progress
- For the best idea about what a meeting is like read one of Ray Poynter's blogs <https://newmr.org/blog/esomar-council-december-2020/>



Questions and Answers

This presentation and meeting have been recorded and will be available...