	<b>Marketing and Membership Committee</b>	SOP #	2
		Revision #	-
		Implementation Date	6 <sup>th</sup> May 2017
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## Standard Operating Procedure

### **1. Purpose**

The Marketing and Membership Committee is a standing committee covering the aims of the Federation in area of public relations and media work. The Council establishes standing committees. The committee members appoint a Chairman that reports regularly to the Board. The Committee reports to the Board on daily matters. The standing committees are in principle open to members.

### **2. Scope**

The Marketing and Membership Committee shall be developed to handle public relations and media work based on policy document - strategy to develop EFEE marketing and membership. This strategy is set up in order to improve "the competitiveness" and attractiveness of EFEE compared to other similar associations. It supports the strategy, which aims to increase all memberships and thus improve the position of our Federation.


### **3. Deliverables**

- Summary of current membership benefits,
- Action plan to attract and approach new members,
- Numbers of all member classes,
- Nominations for Honorary Members.

### **4. Responsibilities**

#### **Chairman of Marketing and Membership Committee is responsible for:**

1. Systematical communication with EFEE members in order to collect information and requirements from members how to improve membership benefits and increase membership rate.
2. Providing the assistance to members.
3. Further development and increase of all membership types (classes) in the Federation.
4. Identification and approach to potential new members and membership candidates.
5. Constant active campaigns for increasing membership.
6. Update of strategy to develop EFEE marketing and membership policy.
7. Annual updating of membership fees and membership benefits.

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8. Submitting to the Board the nominations for Honorary Members.
9. Elaboration of Call for Committee meeting with specification of time, place of meeting and draft of agenda and distributing it all Committee members.
10. Elaboration of minutes from Committee meeting and distributing it to all Committee members.

**Members of Marketing and Membership Committee are responsible for:**

1. Participation and contribution to the work of the Committee according to decisions, instructions and requirements of the Chairman of Committee and the Committee.
2. Participation in communication to potential new members and membership candidates.
3. Participation on constant active campaigns for increasing membership.

**5. Procedure**

The EFEE Board approves the public relations and media work based on policy document - strategy to develop EFEE marketing and membership. This policy document approved by the Board is obligatory for the Chairman of Committee and the Committee members.

**6. References**

Articles of Association and By-laws.

**7. Definitions**

EFEE or Federation - European Federation of Explosives Engineers,  
 Chairman or Chairman of Committee - Chairman (head) of Marketing and Membership Committee,  
 Article of Association - EFEE Constitution,  
 Board - other body of the Federation, which consist of the President, the Vice-President, the Past-President, Treasurer and Board members.  
 Committee - Marketing and Membership Committee, other body of the Federation,  
 Membership types (classes) in the Federation - National Association Membership, Corporate Membership, Individual Membership, Student Membership, Senior Membership, Associate membership,  
 Honorary Members - individuals who have particularly earned it in connection with the Federation. They can take part in the meetings on an advisory basis but have no voting rights,  
 AGM - Annual General Meeting, legislature body of the Federation.