INSIGHT NOVEMBER 2014 ON NOVEMBER 2014 O

It was great to see so many of you at the weekend for the IAM's Annual Conference at Aston University Business School. And for those who weren't there, I hope you felt in touch with the event through our live feeds on both Facebook and Twitter.



Delegates on Day 2 examine the literature for riders at the Annual Conference

More than 500 delegates converged on Birmingham for what is the biggest and most important event of the year for the IAM. We regard this as big and important for two reasons – firstly we get to meet you, those people on the front line of what the IAM does. Secondly, we want to hear what you think about the work of the IAM; what can be done better and how we make those changes.

We often talk about building a modern IAM. Choosing a modern venue in the Aston University Business School was a clear statement of what that means. Our embracing of new technology and social media is another way we are achieving that – many of you were reading our conference posts over the weekend, responding to them live, and that input was directly reaching senior level on both days. Your enthusiasm, passion and interest was very much appreciated. We gave all of you the opportunity to visit all workshops both days, so no-one was left out. All comments were recorded and will be fed back to those areas this week. Once that has happened, action plans will be drawn up; and plans for the future will be posted online in a place you can all access.

As you can see we are open, transparent and accountable. This is the IAM as we devise our planning towards 2020 and beyond.

Some of you have reported back to us at the weekend that you have noticed a change in attitude at the IAM, so we no longer send out an 'us and them' vibe. That is exactly what we want to achieve; we are not a head office with 200 groups around the country but one organisation, which happens to have 200 bases around the UK.



Nick Stonard, IAM acting chief executive



IAM chairman Alistair Cheyne OBE (second from left) meets riders on Day 2 of the conference



Every single one of us at Chiswick and at Barry are available over the phone to talk at any time. We

never want to hear you saying that you cannot get hold of anyone at head office. The doors, phone lines and emails are open, and you can be assured of a warm welcome whichever method you choose to use.

So in the words our chairman Alistair Cheyne OBE used at the weekend – let's do things together, let's make every contact with the IAM memorable.

Pictures from the conference can be viewed here: www.flickr.com/ photos/129137390@N02/



REWARDS AND AWARDS

The IAM took the opportunity to reward its heroes at the IAM Annual Conference on both days, presenting its awards for notable achievements in the past year.

Here is the list of all the winners. It isn't possible to show all the pictures here, but hopefully you will have seen all the pictures posted live on Facebook at the weekend. Remember you don't need a Facebook account to see our news there, just click on this link and you will see all our online posts: www.facebook.com/ InstituteofAdvancedMotorists

DAY 1

Group Achievement Award 1st: Central Southern Advanced Motorists. 2nd: Inverness Advanced Motorists and Motorcyclists. 3rd: Northampton Advanced Motorists.

Best Newsletter Award Herefordshire Advanced Motorists.

Fred Welch Rose Bowl Roger Riddle, Plymouth Advanced Motorists.

Saffron Insurance Hamper Prize Draw Bob Farish. DAY 2

Best Group Award (sponsored by Cornmarket Insurance) 1st: Birmingham Advanced Motorcyclists, 2nd: Milton Keynes Advanced Motorists and Motorcyclists, 3rd: Rotherham Advanced Motorcyclists.

Best Newsletter Award Bristol Advanced Motorcyclists.

@IAM Award (for best use of social media, open to driving and riding groups) Cheddar Valley Advanced Motorcyclists.

Lord Strathcarron Award Alec Gore, Solent Advanced Motorcyclists.

Congratulations to all of those people and groups. And thank you to all the groups for their hard work in promoting the IAM in the last 12 months.

TRIBUTES POUR IN FOR DAVID WALTER



David Walter, who died at the end of October

The friends and family of David Walter have this week being paying tribute to him following his tragic death. David, a former Class 1 police motorcyclist, founder of Norfolk Advanced Motorcyclists and IAM examiner for both cars and bikes, was on holiday in Spain with his wife Mel and granddaughter Autumn and tragically died attempting to rescue two friends who had got into difficulty swimming in the sea.

Friends from his old group said not only would David be remembered as "a really good bloke" and a person who could be depended upon, but as a man who would never stand by if someone needed help.

The IAM would also like to extend its condolences to David's family and the Norfolk Advanced Motorcyclists.

IAM CHRISTMAS OPENING HOURS

Please note Christmas opening hours for IAM head office in Chiswick. The IAM is officially open all day on Wednesday 24 December, but will not be open again until Monday 5 January.

ARE YOU USING SOCIAL MEDIA?

If so, Like our Facebook page (facebook.com/skillforlife) and follow us on twitter (@IAMgroup) to keep up to date with what we've been up to – and let us know what you've been doing too.