

Plans for the Future of the Irish Internet Association

Welcome

Agenda

New Board

Strategic Review

New Vision, Mission

Goals for 2017-2019:

- Advocacy Sponsorship

- Education

- MyeComm Kit

- Awards

- New Initiatives

- Events

Board Members

Current:

- Cathy McGovern (Chair)
- Alex Gogan (CEO)
- Sean Owens
- Brian O'Doherty
- Jared Huet (Next rotation for CEO)

Incoming

- Ciamh McCrory

IIA History

	Summary
Background	<ul style="list-style-type: none"> Established in 1997, now approaching the 20th anniversary
Purpose	<ul style="list-style-type: none"> Independent representative body for Irish based businesses who use the internet to do businesses
Mission	<ul style="list-style-type: none"> Making Ireland a leading web-enabled economy
Structure	<ul style="list-style-type: none"> Non-profit business association
Members	<ul style="list-style-type: none"> Suppliers and users of digital services and products Each member has one vote
Governance	<ul style="list-style-type: none"> The IIA is directed by a voluntary board of industry experts
Products/Services	<ul style="list-style-type: none"> Networking and connecting members Events Training Net Visionary Awards Advice Working Groups & White Papers Policy development and Advocacy

Strategic Review

Strategic Review Summary

- 1 As-Is**
 - The IIA is in its **20th year** and has **achieved many successes** over the past 2 decades
 - However, the organisation is now **at a crossroads** in terms of membership numbers and financial/staffing resources
 - There is an **urgency to mobilise quickly** as Members/Partners are likely to be shifting their focus to competitors
- 2 Key Insights Identified**
 - There is **substantial goodwill** for the organisation, but a “Sweet Spot” needs to be identified
 - A majority of stakeholders recommend that “**accelerating Irish online sales**” become the new focus for the IIA
- 3 Potential Vision & Mission**
 - Ultimately a new IIA Board will determine the refreshed Vision & Mission, the thrust of the following represents the majority view of stakeholders:
 - **Vision:** *To be the leading member Association for indigenous businesses selling online*
 - **Mission:** *We exist to provide our members with networks, supports and pioneering tools that combine to accelerate their online growth.*
- 4 Proposed Priorities**
 - Develop and launch a **compelling tiered proposition** for existing, expired and new members, *(incorporating a product portfolio with 5 specific focus areas, including MyEcomKit)*
 - Finalise the **Strategic Plan** and determine the goals and measures to track progress
 - Develop a **3 year financial model** and confirm funding sources
 - Present the Strategic Plan to **existing/potential partners** to seek their support

SWOT Analysis

Strengths

- **Strong Brand:** Well established - 20th anniversary in 2017
- **Subscribers:** Large base of c.5000 individuals to target
- **Net Visionary Awards:** Leading internet national awards
- **Hall of Fame:** 12 outstanding Irish internet pioneers
- **Content Expertise:** Potential expert knowledge through the member base
- **Goodwill:** Significant desire for IIA to continue

Opportunities

- **eCommerce:** Aid SMEs to sell online,
- **Content:** Provision of meaningful advice/Intelligence to members (see slide 37 for potential topics)
- **Startups:** Enable Internet firms to scale and grow
- **Internationalisation:** help members to trade overseas
- **State priorities:** Formal alignment with Action Plan for Jobs, National Digital Strategy, etc
- **Regional:** Increase the focus outside of Dublin
- **Students:** Expand membership (free?) to this segment

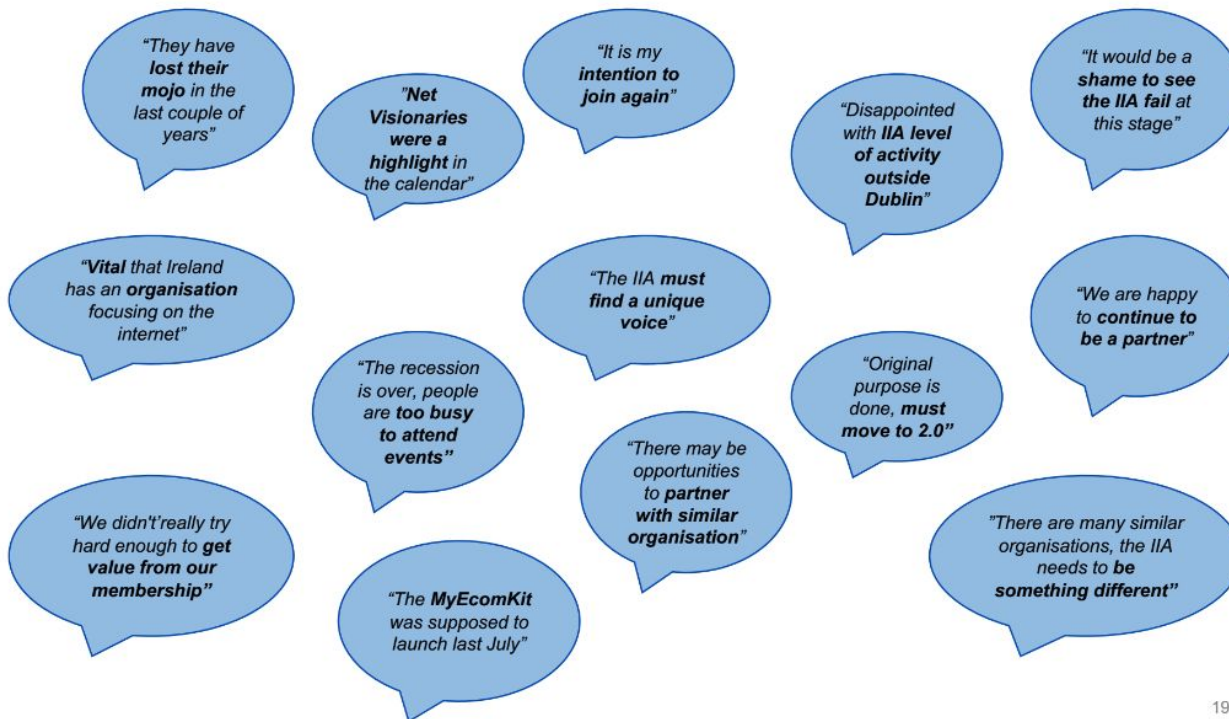
Weaknesses

- **Strategy:** The Mission/Vision/Priorities require a refresh
- **Members:** Declining and fragmented base
- **Financials:** Precarious position and erratic cashflow.
- **Staffing:** No staff at present
- **Board:** Existing Board will shortly resign
- **Resources:** No office or significant assets
- **Website:** Needs investment and modernisation
- **MyEcomKit:** Significant investment/time required to build

Threats

- **Economic:**
 - *Brexit:* Irish SMEs losing sales to sterling UK/NI websites
 - *US:* implications of potential tax changes, etc
- **Skills:** Ongoing shortage of ICT Skills
- **Competitors:**
 - *Other events (eg Meetup.com) and award*
 - *Other Member Bodies seizing IIA vacant space*
 - *Firms running free events and providing content (eg Banks, Telecoms, Global Players, etc)*
 - *LinkedIn Groups may replace some member bodies*

Stakeholder Feedback



Vision

“To be the leading member association for business users and providers of internet services”

Mission

“To advocate on behalf of businesses in relation to internet services. And to help IIA members to compete more effectively through Education, Networking and Innovation.”

Goals for 2017

Advocacy and Partnership

- Commitment to Advocacy
- Good News -
 - Enterprise Ireland
 - IEDR
 - The Digital Hub
 - Blacknight
 - Elavon
 - Other partners to be confirmed in the coming weeks.

My eComm Kit

- New Resource for SMEs
- Sponsors
- New Plan to go launch

New Initiatives

- Northern Ireland
- IOT

Education - Irish Times / IIA Digital Courses

- QQI Accredited
- Evenings or Fridays
- Module Options
- This Friday!

COURSES



24 MAR 2017

DIPLOMA IN DIGITAL MARKETING- BOOTCAMP (DUBLIN)

We have identified the core skills required for effective digital marketing, identified the best trainers...

MEMBER PRICE: €1245 - €1495

BOOK



25 APR 2017

DIPLOMA IN DIGITAL MARKETING- EVENINGS (DUBLIN)

We have identified the core skills required for effective digital marketing, identified the best trainers...

MEMBER PRICE: €1245 - €1495

BOOK

DOT IE Awards 2017

- IEDR have been secured as main sponsor
- Date to be confirmed - Sept/Oct 2017
- 7th Consecutive Year
- New Categories in development
- Open for Sponsorship



Events

- Regular Events - at least 1 per month
 - Evenings/Breakfast Briefings
 - Covering subject matter as per member requests
 - E.g. Data Protection, Cyber Security, Social Media
- Regional Events
- Enterprise Ireland funded MyEcomm Kit Roadshow
- Annual Awards

Why Join?



- Validate your brand with our members logo
- Free regular events for members
- Network with leading digital practitioners and providers
- Opportunity to build professional profile e.g. speaking at events
- Be part of our expert working groups
 - Legal
 - eCommerce
 - Digital Marketing / Social Media
 - IOT
 - Others TBC
- Access to members only resources e.g T&Cs, Privacy Policies...
- Discount on Irish Times / IIA Accredited Diploma

Any Questions?