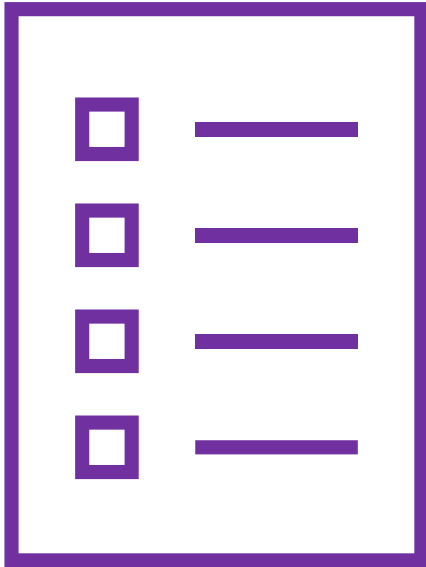




PPMA Annual General Meeting 2024

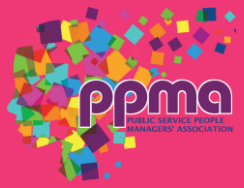
10 September 2024

PPMA AGM Agenda 2024



- **Year in Review**
- **Finance - End of Year Report**
- **New President and New Focus**

Year in Review – (1) a new SMB



- The Strategic Management Board (SMB) saw changes to membership over the last year
- We said thank you for the valued contributions over the last few years from Vice Presidents - Sonia Grewal, Swindon; Andy Dodman, Leeds; Sam Betts, Salford; Tracy Brennand, Tameside. They will remain as contributors on the extended board.
- We welcomed new faces onto the Strategic Management Board. New Vice Presidents are Natasha Brown, Waltham Forest; Sandra Farquharson, Hackney; Nichola Mann, Brentwood and Rochford councils; Steve Walker Whitehead, Hounslow.
- We also welcomed Pam Parkes, as our new President and said a huge thank you to Gordon McFarlane for the great contribution he made over the last 2 years as president. Gordon will remain as a member of SMB.

Year in Review – (2) PPMA business



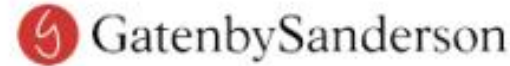
- Over 3,000 members across 135 organisations - Membership up 50% in 2 years
- Another successful conference - Attendance approx. 160 and Awards dinner 300 plus
- Gordon McFarlane had a great two years as president and handed over the baton to the very capable Pam Parkes
- Feedback about the conference was very positive including - Good networking; Some great speakers; Chance to celebrate with colleagues; Variety of sessions with relevant content; Well organized
- Successful Talent Programmes - Apprentice 34 applications; One to Watch 18; HR Rising Star 11; Peer into the Future 19

Year in Review – (3) – Media



- Social media – LinkedIn followers up 20%, Facebook reach up 33% and X (twitter) increasing
- Website engagement – Average monthly active users 1135.
- Webinars - 35 including 10 awards showcase - Between 40 – 100 registrations for the live sessions. Followed by an Average 911 views on Mailchimp catch up and an Average 85 views on YouTube catch up.
- Public relations coverage – 4 Connected HR supplements in The MJ, 10 MJ articles, 2 LGC articles, 3 People Management and 3 Personnel Today articles and 1 HR Magazine
- Monthly newsletters – On average just over 600 opens

Sponsorships – strong and increasing



Finance – End of Year Report 2024



Final Outturn for the year July 23 to June 24	£
PPMA Annual Expenditure incl salaries, professional fees, office expenses, etc.	191,442
Income from Subs (58.6k) and Commercial contracts	-96,770
Income from Talent programmes	-31,781
Sub total – PPMA activities for year	62,890
Annual Conference expenditure	156,809
Annual Conference Income incl Prime/ Premium sponsorships, conference sponsors and delegate fees	-243,893
Sub total – Conference profit	-87,084
Total PROFIT for the year	-24,194



Pam Parkes, PPMA President 7 areas of focus



1. **Strengthen relationships with public sector membership bodies – HPMA, UHR, SOCITM, WME plus CIPD** - to broaden thinking, reach and collective power
2. **Championing HR** - Championing the people that lead and support our workforce
3. **Grow PPMA membership and influence** - Continue growing PPMA membership to increase visibility and influence
4. **Promote PPMA's talent development programmes** – showcasing the impact they have
5. **Continuous Learning** - Encourage the continuous exchange of learning between members
6. **Promote workforce investment** - increasing workforce capability and efficiency by driving the case for ongoing investment in workforce development
7. **Speak truth to power** – constructively, to counter unwarranted, negative narratives in the media



PPMA – Year ahead



Our 50th year – a celebration

Virtual conference 25 September

Talent programmes – Peer into the Future started

Full programme of webinars already

Marketing strategy to push 50 years being developed with partners

2025 Conference and Awards – launching soon



AGM – To Agree



- Strategic Board changes – new President and VP's
- Note the Year in review and improvements that have been made
- Note and approve the End of Year Finance Report and operating Profit £24k

THANK YOU