

Yes, we made it!

2017 is definitely an important milestone for IMA – International Management Assistants – with the successful launch of our new name, branding and website.



IMA Executive Committee
in The Hague 2017



IMA team at
#ExecSecrLIVE
Washington DC 2017

For the launch, we used a digital tool gamification sponsored by the Green Hat People, in order to engage all our members to spread the word about IMA. We were also very happy that Silvester Productions sponsored [the IMA Trailer](#) which illustrates our concept from idea to creation and which has been very useful both internally and externally, as a tool to present and promote IMA. The change has already shown that we took the right decision. I have said it before that it is we, the members, who are the best ambassadors for our association. If we are satisfied with what our network offers, both on a national and an international level, we will spread the word.

This year **Business Ethics** was the main theme. The two excellently arranged international events: the International Training Day in Antwerp, Belgium and the Conference in The Hague, Netherlands, gave us many thoughts on how we act and support our executives and companies. Primarily, doing business is about value creation, not about financial profit generation. Profit is the result, not the purpose.

The total **IMA membership figures have increased by 11%** compared to December 2016 and the first half of 2017. We are extremely proud of IMA Turkey who increased their membership by over 400%. This is the result of passion, enthusiasm and dedication: "Team work makes the dream work". We have ratified two new groups in 2017: South Africa and Hungary. This means that we now have in total 20 member countries. Sweden, Germany and Finland are the top three largest ones.

IMA and Executive Secretary have joined forces in an exclusive PR- agreement. We publicize each other's organisations and we represent our associations at each other's events. In this unique partnership, a huge visibility is created for IMA. This year IMA had Chantal Sneijkers, Executive Vice Chairman, attending Executive Secretary LIVE in London on March 31-April 1, together with Elizabeth Wakeling, IMA UK National Chairman, and myself attending Executive Secretary LIVE in Washington DC on November 10-11, together with Diana Brandl, IMA Germany National PRO, Jannie Osterhoff, IMA Netherlands National Chairman, and Angela Parker, IMA Germany. This was the first time Executive Secretary LIVE was organized in the US. It was amazing to meet management support professionals from all over the US and feel their interest towards our network. IMA rocks!

Today we need to be more confident and be visible in the company/ organisation with what we contribute to the business. According to the member survey 2017, we see that more and more of us are working on projects, both as a team member and as a lead - especially for administrative routines. Companies are in a phase of huge change related to the digitisation and that is why our work needs to be visible - otherwise the risk exists that we will be replaced. I would therefore encourage you to read this report from EY: [The Digitisation](#) of everything.

This goes very well with next year's theme for our international events - **The Digital Age**.

2018 will be an exciting IMA year and it is up to all of us in what and how we will succeed.

The Executive Committee and I wish you all a wonderful Holiday Season and a Happy New Year!

Warm regards,
Else-Britt Lundgren, Executive Chairman