

Introduction

This is the annual report for 2017 of the Trustees of the Association for Management Education & Development (AMED). AMED is a registered educational charity and membership organisation, formed as a company limited by guarantee. An important point to make in a report such as this is to thank our Membership for their continued engagement and support. A particularly large debt of gratitude goes to those Members who have stepped forward and volunteered considerable amounts of time, energy, and ideas without which our objectives could have been achieved.

As ever, this report addresses several different audiences. Certain details are required to meet the requirements of the 'official' audience – our auditors, Companies House and the Charity Commission. Mainly however, it aims to inform Members about the decisions taken and the work carried out on their behalf by AMED's Trustees and their Supporters in Council.

Council Members (Trustees) for the year ended 2017*

David McAra
Bob MacKenzie (Company Secretary)
Ned Seabrook (Chair)
David Shepherd

Council Supporters (who work closely with Council, but are not Trustees).

Rowena Davis
Melanie Greene
Rob Warwick
Roger Niven (stepped down May 2017)

Charitable Objectives & Activities

Objectives

The core objectives of AMED are:

- to promote and encourage management education and the development of management education and thereby advance education for the public benefit

Our charitable objectives also include:

- to study and appraise processes of management and organisation development and human resource development generally and to promote good practice in these fields in the general interest;
- to encourage and promote research into management education and management and to facilitate the dissemination of research results by general publication;
- to arrange conferences, courses, seminars, working parties, study groups and other meetings of persons interested in the objects of the Charity and to publish papers, periodicals, books and other information relevant to these subjects;

- To confer, consult, maintain contact and co-operate with any persons, associations, societies, institutions or bodies established or to be established in Great Britain or elsewhere having objects in whole or in part similar to those of the Charity in respect of matters within the objects of the Charity.

Activities

AMED is a community of practitioners from a wide range of perspectives who willingly share their knowledge and experience, learning from and with each other for the greater good of society at large. We interact through meetings and use of various social media platforms including our own interactive website.

We actively engage and co-operate with like-minded groups and individuals, who, for example, we encourage to offer their services voluntarily as guest editors of our quarterly journal e-Organisations and People (e-O&P) and as workshop facilitators.

Currently, a small core Membership of subscribers supports a much larger number of Networkers and Friends who are the primary 'public beneficiaries' of our work. This is entirely in line with our charitable aims, since, whilst not paying a Membership subscription, such public beneficiaries, too, benefit from and often contribute to AMED's activities and support.

Achievements & Performance

Objectives set for 2017

We formed a vision (in 2009) and continue to work on this core project:

"Our vision is to build and expand this community and extend the value it brings to the world whilst continuing to embrace new ways to share knowledge, explore innovation and promote our ability to network."

Review of 2017

Growth, for AMED, is not only about numbers but also about the levels, range and quality of engagement across the spectrum of activity. By those measures, our community is expanding.

1. At the time of writing this report (March 2018) there are more than **900** people registered on our main website www.amed.org.uk, along with **274** engaging with us through LinkedIn.
2. Nearly **80** places were taken up at wide ranging face-to-face events staged in London, Birmingham, Southampton, Chichester, Brighton and Tostat (French Pyrenees) during the year.
3. We now have over **680** followers on Twitter, and are making greater use of this form of interaction.
4. We recently setup a Facebook page and also advertise our events using this medium.

5. Our quarterly online journal *e-O&P* has had another productive year. Under the aegis of our Editorial Board (David McAra and Bob MacKenzie), we have continued wherever appropriate to couple editions with pre- and/or post-publication workshops and other such gatherings to enable further rich conversations on topics covered.
 - The Spring edition: 'Formal management education today: transformation or status quo?' (eds. David McAra and Tony Miller)
 - The Summer edition: 'Reciprocity in organisational life' (eds. Anna Fairtlough and Erica Piasecka)
 - The combined Autumn/Winter edition: 'AMED 2020: what's your vision?' (ed. David McAra)
6. In 2017, we launched our 'Re-imagining AMED: 2020 and beyond' campaign, to explore ways of refreshing AMED and ensuring its continued relevance to contemporary society. The workshop that follows this AGM contributes to this theme.

Our collaborations with like-minded networks such as the Institute of Small Business and Entrepreneurship (ISBE), the International Foundation for Action Learning (IFAL) and the Humanistic Management UK Chapter continue, and we are always seeking relevant others.

7. Complete editions of *e-O&P*, or individual articles, are available for purchase through the AMED office. We also post selected articles as freely available on our website for limited times. This is part of our drive to share and inform, in partial fulfilment of our charitable aims, through *e-O&P*, our face-to-face Special Interest Group workshops and seminars, such as those of the AMED Writers' Group and our Annual Collaborative Writing Workshop in Brighton, we have continued to engage with the wider learning and development community.

Financial Review

For 2017 we have achieved a closely balanced financial outturn. Our cash position enables the Trustees to continue our reserves policy; setting aside funds to cover a proportion of operating costs (£3,000), and a fund to underwrite large strategic events (£2,000). Our prudent approach to events ensures we give excellent value for little cost.

Structure Governance & Management

Structure

The **AMED Council is the Board of Trustees/Directors** responsible of running the charity. We are all volunteers. Much of Council's work is by telephone conference, Skype, email and through our AMED web site.

Linda Williams, our Administrator and Bookkeeper, has continued to deliver efficient and effective customer service to Council, and to Members and Networkers alike.

We continue to look for people with ideas and enthusiasm to support the work of AMED through Council. Specialist help in social media, marketing and publication is always particularly welcome, as would an influx of youth and diversity. If this is you or someone you know, please get in touch with any Council Member, or with Linda. There are some great development opportunities to be had, and - with virtual communications - it shouldn't matter where you live. We'd welcome your participation.

The Future

We are making great progress, but ours is a never-ending project. In addition to our vision, formulated in 2009, we have stated more recently on our website that:

AMED is an outpost of independence, we serve as a forum for people who want to share, learn and experiment, and find support, encouragement, and innovative ways of communicating. We collaborate with like-minded individuals and networks'.

This is important and rewarding work - work that continues. Please help to invigorate our 'Re-imagining AMED: 2020 and beyond' campaign.

The AMED Council wishes to thank our Membership for their continued support, Linda Williams for her excellent administration work. We would also like to thank all our Networkers, Guests and other collaborators for the interest they continue to take in our charitable efforts.

Like all good reports and speeches, this one is short and succinct. If you have any questions or comments, please don't hesitate to contact me or any of my Council colleagues (see * above).

Ned Seabrook

On behalf of the Trustees of AMED
chair@amed.org.uk

March 2018