

BOOMERANG MEMBERSHIP ACCREDITATION PROGRAMME REPORT



Our Ref: 4As/BM/10
20th July 2010



Dear Member

BOOMERANG MEMBERSHIP ACCREDITATION PROGRAMME REPORT

It is a fact that the top 20 advertisers in Malaysia use 4As member agencies. It is a fact that 4As agencies are responsible for more than 80% of all advertising spend in the country.

In order to continue to maintain the high standards of professional competence you must be committed to the development of your staff through professional training and involving yourself with the affairs of the association.

The Boomerang programme is introduced to ensure that steps are taken by members to: train individuals working in your agency with the specially accredited courses which encompass core business skills participate in activities organized by the your association

It is easy to accumulate the Boomerang accredited points. Agencies are required to achieve the following points in order to renew their membership in 2011.

NO OF STAFF	ACCREDITED POINTS REQUIRED		
	Training (60%)	Service & Participation (40%)	Total
Less than 15 full time staff	120	80	200
More than 15 but less than 25	180	120	300
More than 25 but less than 75	300	200	500
More than 75 staff	450	300	750

How to achieve

If you are a small agency with less than 15 fulltime staff, you will require 200 points to renew your membership.

By registering a staff member to attend a SHINE training course, you will receive 50 points; if 2 staff member had attended the BLS: Web 2.0 – you would receive 50 points x 2=100 points. Therefore for Training & HR Development you have accumulated 150 points; more than the required 120 points.

For the service & participation side, by attending the AGM in March 2011 you will receive 100 points You have achieved your quota. It's that simple.

We will update you with upcoming training programmes quarterly so that you could plan your calendar to achieve the points.

We attach a Boomerang Membership Accreditation Programme Report to enable you to complete and return to us for our compilation.

If you have any queries please do not hesitate to call us.

Thank you.

Yours sincerely

A handwritten signature in black ink, appearing to read "Karthi Palanisamy".

Karthi Palanisamy
Convenor

BOOMERANG MEMBERSHIP ACCREDITATION PROGRAMME REPORT



TRAINING & HR DEVELOPMENT PARTICIPATION (60%)

4As Organised

Name of Programme /Courses	BMAP Point	Date	Name of Participants	Points Accumulated
SHINE Leaders (4As & 95%)	50	16 th - 18 th Apr '10	_____ _____ _____	_____
BLS: Web 2.0 Unleash the New Marketing Power (4As)	50	28 th Apr '10	_____ _____ _____	_____
SHINE 11 (4As & 95%)	50	6 th - 8 th Aug '10	_____ _____ _____	_____

Others

A Shot of Strategic Thinking (95%)	15	9 th Feb '10	_____ _____ _____	_____
A Potent Shot of Writing (95%)	40	29 th - 31 st Mar '10	_____ _____ _____	_____
A Shot of Client Management (even difficult ones) (95%)	30	27 th Apr '10	_____ _____ _____	_____
A Shot of Presentation Skills (95%)	5	5 th May '10	_____ _____ _____	_____

Name of Programme /Courses	BMAP Point	Date	Name of Participants	Points Accumulated
A Shot of Evaluating Ideas (95%)	40	25 th May '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Strategic Thinking for Creatives (95%)	15	8 th Jun '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Ideas (95%)	20	23 rd Jun '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Writing Long Copy (95%)	40	7 th Jul '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Winning Presentations (95%)	70	22 nd - 24 th Jul '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Taking Great Briefs (95%)	10	5 th Aug '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Writing Insightful Copy (95%)	50	26 th - 28 th Aug '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Copywriting for Art Directors (95%)	40	21 st Sept '10	<hr/> <hr/> <hr/>	<hr/>
A Shot of Strategic Thinking (95%)	15	24 th Nov '10	<hr/> <hr/> <hr/>	<hr/>
IDEA! Rawkstars* (95%)	100	10 th Aug - 28 th Oct '10	<hr/> <hr/> <hr/>	<hr/>

Name of Programme /Courses	BMAP Point	Date	Name of Participants	Points Accumulated
A Shot of Selling Skills for Art Directors (95%)	40	9 th - 10 th Nov '10	<hr/> <hr/> <hr/>	<hr/>
Word of Mouth, Marketing Workshop (ADOI)	25	7 th Apr '10	<hr/> <hr/> <hr/>	<hr/>
Masterclass 2010: New Revenue Streams in Tough Times	20	26 th Apr '10	<hr/> <hr/> <hr/>	<hr/>
Malaysian Media Conference (MMC) 2010 (ADOI)	20	9 th Jun '10	<hr/> <hr/> <hr/>	<hr/>
Sports Marketing & Sponsorship Workshop by Marcus Luer (ADOI)	25	27 th Jul '10	<hr/> <hr/> <hr/>	<hr/>
Branded Content Workshop (ADOI)	20	03 th Sep '10	<hr/> <hr/> <hr/>	<hr/>
A Short of Client Management (95%)	30	28 th Apr '10	<hr/> <hr/> <hr/>	<hr/>
A Short of Strategic Thinking for Creative's (95%)	15	08 th Jun '10	<hr/> <hr/> <hr/>	<hr/>
A Short of Taking Great Briefs (95%)	10	12 nd Aug '10	<hr/> <hr/> <hr/>	<hr/>
A Short of Presentation Skills (95%)	5	24 th Sep '10	<hr/> <hr/> <hr/>	<hr/>

A Short of Copywriting for Art Directors (95%)	40	28 th Sep '10	_____	_____
Media 101 Training Program (MSA)	40	25 th Sep & 02 nd 05 th Oct '10	_____	_____
A Short of Winning Negotiations (95%)	50	08 th - 09 th Oct '10	_____	_____
A Short of Business Strategy (95%)	30	19 th Oct '10	_____	_____
Seminar on Web 2.0; Unleash the New Marketing Power (FMM Institute)	50	28 th Apr '10	_____	_____
Inspiring Innovators (Adoi)	20	28 th Oct '10	_____	_____
Idea Rawkstarrs 4 (95%)	100	Feb - May '10	_____	_____
Idea Rawkstarrs 5 (95%)	100	Aug - Oct '10	_____	_____
The Strategic Planners Workout (95%)	100	18 th - 20 th Nov '10	_____	_____

In - House Training

(Please fill in the details below i.e. Name of trainings attended, BMAP Points awarded, Date of Event, Name of Participants & Total Points Accumulated)

SERVICE & PARTICIPATION (40%)

Name of Programme /Courses	BMAP Point	Date	Name of Participants	Points Accumulated
Serving on Creative Council	50		<hr/> <hr/> <hr/>	<hr/>
Submitted Entries to Effie	50		<hr/> <hr/> <hr/>	<hr/>
Effie Jury	70		<hr/> <hr/> <hr/>	<hr/>
Kancils Jury	50		<hr/> <hr/> <hr/>	<hr/>

IACT Guest Lecture

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Name of Programme /Courses	BMAP Point	Date	Name of Participants	Points Accumulated
AGM / EGM BGM	100		_____ _____ _____	_____
Co - Opted for special projects	50		_____ _____ _____	_____
IACT Course Lecture	50		_____ _____ _____	_____
Submitted Entries for Kancil	20		_____ _____ _____	_____
Elected to Council	10 points per meeting		_____ _____ _____	_____

Others:

(Please fill in the details below i.e. Name of other events attended, BMAP Points awarded, Date of Event, Name of Participants & Total Points Accumulated)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Submitted by _____

Name of Agency _____

Total Number of Points _____ Date _____

Notes:

BMAP Points must be achieved through the two indicators to fulfill the requirements:

- I) Training & HR Development (60%)
- II) Service & Participation (40%)

Agencies are required to achieve the following in order to renew their Membership:

Less than 15 full time staff	200 points
More than 15 but less than 25	300 points
More than 25 but less than 75	500 points
More than 75 staff	750 points

The BMAP Points must be accumulated during the period 1 April 2010 to 31 March 2011.

Members need to submit their BMAP Report quarterly, together with documented proof of activity such as receipts, certificates etc.

For more details, please refer to the 4As Boomerang Membership Accreditation Programme Handbook or go to http://www.aaa.org.my/home/_repository/aaa/boomerang/fa_handbook.pdf