



CODE OF CONDUCT

This code is a developing document and the BCMA reserves the right to amend the code at any time.

The Aim of the BCMA

The aim of the BCMA is to promote the adoption of branded content as a marketing medium by communicating its strengths to the wider market, by influencing those that can shape its development and by increasing its potency through sharing of best practice and knowledge. The BCMA aims to:

- promote the adoption of branded content as a potent form of marketing
- assist with the growth of the branded content sector capitalising on the need to create and deliver great entertainment across all platforms
- actively represent all branded content disciplines through key international industry events, with trade bodies and relevant lobbying situations
- communicate the strengths of branded content to a wider audience
- develop best practice and setting of industry standards within branded content

Local Affiliates

As an international body, the BCMA aims to address the diverse ways in which to combat the challenges of media fragmentation, regulatory restrictions plus ascertain how to position key brands alongside prime content in innovative and unexpected new arenas. To assist it in doing this the BCMA intends to appoint local affiliates. The aims of all affiliates will be to represent the BCMA's aims in such territories where the affiliate is based, plus to form part of the international network of members and member companies.

Local affiliates will help develop a network of industry professionals interested in branded content and the specific issues pertaining to specific territories and as part of the whole association. The BCMA will enter into affiliate agreements with each local affiliate which will set out the exact obligations of each local affiliate. However, the affiliates will help promote the BCMA by international event participation and activities and the affiliate will be the representative body for their own territory as well as the association as a whole.

Governance of each local affiliate

Each affiliate will be responsible (through their own board and in consultation with the BCMA) for decisions within the territory. The affiliate will consult with the BCMA with regard to all board nominations; its formation and any changes to such board should be discussed with the BCMA prior to appointment. The affiliate will also confer with the BCMA regarding initial funding input from the board for establishment of secretariat and initial collateral to promote the chapter and membership drive.

The affiliate will work with the BCMA to maintain consistency of the BCMA Brand.

Representation at International Conferences

The BCMA will be responsible for representation of affiliates at international trade events except where prior agreement given to an individual affiliate to represent the BCMA as a whole. The BCMA will support affiliates with initial set up, advice and guidance plus board formation. The BCMA will provide formats and templates where required (e.g. website), links to the international BCMA website and links to a member's area for all affiliates. The BCMA will provide identity guidelines for communications and will facilitate shared resources whether research, press coverage, members offers, discounts, association links wherever possible. The BCMA will forward all potential members and specific enquiries or territory business to appropriate affiliate.

Membership

The affiliate is expected to make all reasonable efforts to develop a diverse membership base across all sectors representative of the territory's market.

Reporting

The affiliate is expected to report to the BCMA at least once a week during the initial set up of the affiliate (i.e. first three months) and at least twice monthly thereafter. Contact from the affiliate should, however, be as constant as possible in order for all members, whatever their territory, to share and distribute information effectively. The affiliate's representative should meet with the BCMA at least twice per annum.

Summary of an Affiliate's responsibilities:

- To abide by the BCMA constitution
- To inform and work closely with the BCMA

- Establish relevant membership base
- Run specific events in their territory as agreed between the affiliate and the BCMA
- To produce resources, publications and guidance of benefit to members as agreed between affiliate and the BCMA
- Represent their member base to the BCMA and the affiliate's territory
- Promote the BCMA's aims in their territory
- Share territorial market knowledge with the BCMA for the benefit of all members of the BCMA
- To uphold the BCMA's branding rights and their get up
- Liaise with all relevant trade bodies on behalf of the BCMA's members
- Work to establish as many member benefits and offers within territory
- Research and development of best practice and legal recommendations for territory

Membership subscription fees:

To be determined in line with the BCMA existing fee structure and to be agreed on individual territory basis, currently (in the UK) £750 for individual membership, £1,250 for small (2-5 individuals) corporate membership, £1,750 for large corporate (6+ individuals) members and prices for individual membership on application, or otherwise as agreed with the BCMA.

Membership benefits

Membership benefits to be in keeping with the BCMA's current benefits and appropriate for the specific territory.

Membership

Members may sign up either via the BCMA and be re directed to appropriate affiliate for membership and information or directly through the affiliate. Ways of obtaining membership is to be determined by individual affiliates at their discretion and dependent on territory needs. The BCMA will offer any assistance possible.

Audit

The BCMA reserves the right to audit affiliates at least once per annum.