

Kim Morris-Baumber BE Board Candidate ..... Responses.

**Q1.** It is a given that you have a passionate interest in the sport of eventing. What are the main objectives that have encouraged you to stand for election?

Answer:

Having experienced the joys and sometimes the heartache as a competitor, parent of a competitor or owner of event horses. It is easy to take for granted and forget the enormous effort and work load which goes on behind the scenes, to enable the wonderful sport of Eventing to exist. So, having stepped down from a corporate position of a similar nature, I am now in a position to commit some time and energy to a sport, I have adored for more than 40 years. Hence my application for the Director role within British Eventing LTD.

**Q2.** The BE Board comprises individuals with a range of skills derived from their professional lives. How do your own skills and expertise fit with the current Board members' expertise in relation to running the sport and the business of eventing?

Answer:

Having spent some years representing and looking after the interests of partner / Stakeholders within a large Financial Services Company, whilst also managing the expectations of a Board. I feel I now have the experience and a good understanding, of how to plan and work towards a successful outcome, whilst managing a variety of objectives, from several different sources. I believe the skills I developed within my professional life is transferable to any business or sport.

However, the most important factor is to; have an open mind and a willingness to work in collaboration with all entities. This included listening to the grass root competitors along with top flight competitors within our sport, if we want British Eventing to continue and prosper both now and in the future!!

**Q3.** Given the pressures the sport faces, with falling membership, competition from other equestrian activities and the prospect of a generally poor economic climate, marketing is likely to be important to BE in 2021. Where do you think BE's marketing efforts should be focused in order to address these challenges? Please provide specific examples of initiatives that are likely to enable existing members to gain full benefit from their membership and suggest means to encourage new members and horse registrations.

Answer:

My response to this question is;

If BE is experiencing falling membership numbers, then it needs to consider 'why' this is happening and 'if' it is purely down to 'marketing' or are there are other reasons for the falling membership numbers?

My first response to this situation would be to make contact with every BE member and ask specific questions which will help ascertain 'WHY' the membership is falling. As it could be nothing to do with Marketing, it could simply be affordability for example, or other factors. Without correctly polling as many of the BE members as possible, it would be purely guess-work as to why membership is falling and how the issue could be addressed.

Only by completing a robust fact-finding exercise, will a reliable result emerge and a focused response adopted? Although a cost would be incurred, in following this process, surely this is a wiser spend than simply 'assuming' more 'marketing' is required?

