

Specific Targets for the Davies Presidency

Following on from my general strategy document presented to the last meeting of the Council, the following are identified as specific targets for the next two years

- To raise the profile of the Association among our professional community and more generally
- To promote our meetings and our publications (with particular concern for our balance sheet)
- To attract and retain new young members

Consideration will be given to these areas of our activity

a) Our profile.

- ***Think more about the focus of our meetings***
- ***Marketing***
- ***Raise our level of participation in larger consortial meetings such as FESPB, EPSO,***
- ***The Global Plant Council***
- ***Meeting periodically with other large national disciplinary societies, e.g. American Society of Agronomy, Crop Science Society of America, BCPC etc?***

b) Adding value by building better links between AAB activities and journal activities.

- ***Video talks at meetings or interviewing speakers for short podcasts,***
- ***Make short films on farm to allow comment on topical issues,***
- ***Interviewing authors of important papers in our journals***

c) Young members

- ***Identify a dedicated structure, (e.g. an Education and public affairs officer and group) to contribute to debate in schools and in the public arena more generally***

Bill Davies
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