



Institute of
Translation
and Interpreting



Case Study:

The Institute of Translation and Interpreting

Lumi Holdings Ltd



Introduction

The Institute of Translation and Interpreting (ITI) is the only UK-based independent, professional membership association for practicing translators, interpreters and language services businesses. The Institute was founded over 30 years ago, both in the UK and internationally, and is a well-respected organisation, seen as a significant resource within the industry.

The Annual General Meeting (AGM) of ITI has always been a key date in

the Company's governance calendar, with members voting on resolutions, discussions on relevant topics – and lively Q&A sessions. However, as with many member-based organisations, ITI was seeing a continuing decline in attendance at their AGM, exacerbated by the fact that many of its membership are located outside the UK. There have been concerns in the past about the ability to reach a quorum, and the idea of not having an AGM at all had even been mooted on occasion.

Why Did We Do It?

- 1 We wanted more involvement from our members regarding the future strategic direction of our organisation. With dwindling in-room participation, it was getting harder to gauge the overall views from a small representation of our membership base. Taking the AGM to the members was our plan to facilitate improved engagement.
- 2 We want to encourage a healthy democracy. The ability to vote is a big part of that, and we continued to work with a voting partner to manage the administration of the same.
- 3 Our membership base is increasingly diversified, particularly geographically. It is important to us that our members can be involved wherever they are.
- 4 Volunteer hesitancy has also been an issue for us. There has been a reluctance to take up governance roles due to concerns about taking criticism or chairing a meeting in-the-room with other members.

How Did We Do It?

We have known for some time that a move to a hybrid or virtual AGM was a possibility, so we worked closely with our partners at Bridgehouse Company Secretaries to look at how we could do this.

Their recommendation was firstly to look at our governing documents. At the AGM in October 2017, a large majority of our members voted in favour of changing the Company's Articles of Association to allow future general meetings to be held electronically.

The next step was to find a partner to make it happen, and our research led us to Lumi. They have worked with many well-known organisations and businesses, both large and small, and we felt confident that they would be a safe pair of hands.

We added to the documents sent out with our Notice of Meeting to include instructions on how to register and participate in the virtual meeting, and we spent a lot of time developing a good

and complete meeting script. We felt this was really important to keep the meeting flowing, and to give the members confidence in the format.

We also made sure that we asked numerous times for questions ahead of the meeting, and had staff manning the phones in the hours before the meeting started to make sure anyone that wanted to table a question, had the opportunity to do so.



Would We Do It Again?

Absolutely. We had a 200% increase in the number of attendees at our AGM this year, which was better than we could ever have hoped for.

There were so many advantages for us to holding a virtual meeting, and we are

already considering ways we can improve it for next year. Our confidence really grew as the meeting went on, and we soon learned that speaking slowly, not rushing and having excellent audio facilities were really important.

The Future

Next year, we will look at including a live streaming feature or a slide presentation, and we would also like to give our members the opportunity to pre-vote online through the Lumi platform in advance of the meeting.

It's important for our organisation that we still meet members face to face, so we are going to add a "Meet The Board" session in to the agenda of our bi-annual conference, to enable members to engage directly with the Board.

"It's great for our members to see that the ITI are at the forefront of technology, and the feedback we had after the meeting was really very positive. Of course there are always things we can improve on, but working with a partner like Lumi gave us such an advantage. We learned from their experience of running hundreds of meetings, and the engineer support we had on the day, in particular, was fantastic."

Paul Wilson, CEO of ITI

"This was the first fully electronic general meeting that Bridgehouse has been involved with. We were responsible for the research into the procedure and for finding a provider of the technology as well as all the usual preparation for an AGM. Lumi proved themselves to be extremely responsive to all queries raised and supported us and the Board of ITI throughout. It is always a challenge to introduce new ways of doing things but with Lumi's help, we were able to deliver. The support from the Lumi engineer during the day prior to the AGM and at the meeting itself was excellent and it was a relief to feel that we were in a very safe pair of hands! The electronic AGM was a great success for ITI and we are proud to have been involved."

Jacqueline McNally, Bridgehouse Company Secretaries

Pictured:

Chair, Sarah Bawa Mason & CEO, Paul Wilson

