



The Association of Hypnotherapy & Stress Management! Registered at Companies House (Incorporated in England & Wales) (Registration Number 03707691) Registered with the Office of the Information Commissioner (Registration Number Z7278352)

Minutes of AGM of Association of Hypnotherapy & Stress Management – Held 26th October 2022.

Present were:- Alex Evison (Chair & Treasurer); Gill Hines (Membership Secretary); Steve Thresh (Company Secretary); Marilyn Upton.

No apologies.

Minutes of last AGM.

The minutes of the last AGM held on 13th October 2021 were proposed as a true and accurate record by Marilyn, seconded by Gill and carried unanimously.

Election of Directors

Steve Thresh formally retired as director in accordance with the Association's Memorandum and Articles of Association. No other candidates had indicated an intention to stand and Steve agreed to stand again and continue as Secretary. Steve was then proposed by Alex and unanimously re-elected, unopposed, by the members present.

Prior to the end of the meeting, Alex was invited to continue as Chair and Treasurer to which he agreed.

Gill agreed to continue as Membership Secretary.

Steve agreed to continue as Company Secretary.

Annual Accounts

Alex asked if all present had seen the accounts and whether there were any questions. Everyone indicated they had seen and had the opportunity to read the accounts. These were proposed and seconded.

Annual Report

Alex asked if everyone had seen the Annual Report, which they had and at request of the meeting the Annual Report was read out in full by Alex.

The Report began by officially recording that Stefan Dziuba (aka Stef Richards) and Peter Matthews both died during this financial year. Both were founder members of SSM/AHSM. Both served as board members, Stefan latterly as Chairman, Peter as secretary both of SSM/AHSM and also as secretary of UKCHO. Both Stefan and Peter made huge contributions to SSM/AHSM and they are sorely missed. Our thoughts are with their families.

The report also went on to detail how the board had continued to monitor costs and expenditure resulting in maintaining the improved balance sheet, much of this resulting from moving to Zoom usage for all meetings including CPD meetings.

It also covered the board's continuing moves to set in place a strategy for the future initially based around Toolbox which has been mentioned in the past. The draft public side is now viewable with work ongoing but the members side is very much still a work in progress so is not yet accessible for viewing by members.

Other matters

Marilyn asked to raise her experience with using Google Ads and the meeting welcomed learning more about this.

Marilyn has used a digital marketing company, called Ad People based in Manchester, and they designed a landing page where clients who click on her Google ad are redirected to find out more. This costs £120 per month. She pays Google Ads on a per click basis and originally set a limit of £5 per day, but this did not get a lot of response. After discussions with Ad People, Marilyn increased this to a limit of £7 per day which saw a small increase in responses. Marilyn then decided to increase this to a daily limit of £10 which did result in a good increase in responses.

However, this meant Marilyn was now paying Google Ads £300 per month, plus £120 per month to Ad People. Although this resulted in a large increase in responses and Marilyn now has as many clients as she can handle, the ongoing cost at this level is not one she feels is worth it. She has now stopped the service although the marketing people have naturally tried to persuade her to continue.

Marilyn thinks that if you are sufficiently technically minded to deal with setting up a digital marketing landing page, then that saving would make the Google Ads cost sustainable, as she feels that you will need to opt for the £10per day limit in order to get sufficient traffic to your site and hence sufficient clients. Also Marilyn pointed out that she was targeting a relatively local service and should you wish to cover a larger or National area then the costs may be very different.

Alex felt that all this information made it sound as if this could be something AHSM might consider in the future, possibly as a way of gaining members, although he felt there was a possibility that in the future, once we have got Toolbox available, there may be a way of using the service as a national way of getting clients for our members. The exact mechanics and costs etc would be looked at then but it may be a useful tool to consider as a way of making AHSM more attractive to members. Marilyn felt this would be a very good selling point if we could make this work financially.

Next AGM

The date for next years AGM was agreed at 4th October 2023.