

Experience Research Society AGM, April 6, 2023

Attendees:

Markus Ahola  
Ceyda Berk-Söderblom  
Bianca Frost  
Brian Hill  
Sanika Inamdar  
Antony Joseph  
Anita Kocsis  
Harsh Manrao  
Donald McLean  
Barbara Neuhofer  
Virpi Roto  
Jarkko Toikkanen  
Haian Xue

Brian opened the meeting- Warm welcome

Noted that the AGM Invitation has been sent out.

Agenda noted.  
Agenda approved.

Jarkko was elected to chair the meeting. - runs the AGM. 2023  
Anita secretary  
Harsh/ Barbara- reviewers and tellers of votes.

Item 5.  
Announcements- no new announcements made.

Item 6.  
Action report 2022. Activities audited by Jari Varsaluoma- Auditors statement evidenced/  
read/shown to the members.  
Marcus presented the financial statement and detailed items of financial activity.  
Brian presented the annual report. Brief outline- Main Highlights noted: 2023 7 X Summit,  
Espresso Tastings and Expert Interviews, Progress to a Journal of experience research,  
improvements to the website, newsletters produced/disseminated demonstrating input by  
community members. Jarkko pointed out that all materials, and files are available to  
members and non.

Item 7:



Approving the 2022 financial statement/ discharging committee for accounts. Antony Joseph as a non-EC member agreed to discharge the members from liability of accounts.

Item 8 and 9:

Action 2022, 2023 and 2024. Included in the same documents.

Harsh Manrao presented the Action Plan 2023/ 24- presented (a)financial perspective- intention to grow revenue by Institutions and industry engagement and 7 X Summit; (b)community perspective- membership, across disciplines- aim to onboard industry advisors and potential for interns, (c) collaboration perspective- encourage diversity from disciplines and sectors- continue engagement with great events and aim to consolidate tastings, sessions, interviews ( for example the round table converted to other activities (ie; interviews) (d) Impact Perspective – development of Journal of Experience Research- inclusion of newsletters, and 2 X journals attached to the 2023 7 EXP Summit- The Services Industry Journal and Journal of Hospitality and Tourism Research.

*Towards the end of the year- the 2023 action plan is intended to be consolidated for the 2024 Action plan.*

Budget and membership fees were presented. Marcus presented an overview of the 2022,23,24 Budget. Jarkko opened for remarks. Virpi noted that with an increased budget there is an opportunity for members to contribute and will be supported for such new initiatives. Harsh posed the consideration of a contingency fund as a buffer. For example, what if we are left to run the 7 X Summit without support? Brian also commented that underwriting for coverage of Summit and the like may be worth considering. Virpi also commented requesting if we could consider making the change for the 2024 budget to revise finances for financial contingency.

Jarkko updated with new membership fee schedules. New levels of membership were presented as per documents. The proposal for 2024 is that the rates are lowered. Individuals to 30 Euro and Students to 15 Euro. In short, memberships halved. Donations are still open. Fees waived to EC members. Jarkko also explained in detail the content for organisational members and membership fees.

Move to accept was granted for the above-mentioned proposals for the action plan, budget and membership fees. It was noted by the Chair that any changes may be done within the current calendar year as the action plan is a working living document.

Close of items 8 and 9.

Item 10.

Election of Chair and Executive Committee.

Proposal for Brian Hill to be elected as Chair of the Espresso Executive Committee.

Jaarko canvassed the process of calling for exec members. 3 new members were noted.

Donald McLean introduced himself at the meeting. Michael Lai also registered and attended the meeting. Antony Joseph also volunteered to participate in the EC. 23 in total members as per the list recorded. See the link for the full list of current members,

<https://experienceresearchsociety.org/about/> + the above-mentioned 3 new members.

Sandhiya will no longer attend the EC this year. We thank her for her contribution.

Election of the Exec committee completed. Please refer to the attendance list and the above web link.



Item 12:

Election of auditors.

The auditor from last year, Jari Varsaluoma is willing to continue as the main auditor.

Deputy elected- Auditor Chartered accountant- Deepak Yekhe

Closing UTC 1.20 pm of the 2023 meeting.

Brian thanked Jarkko for his excellent work in chairing and contribution to the strategy team and members of the team.

EC meetings will continue Thursday of each month

The next meeting is on the 20<sup>th</sup> of April.

Need for officers (treasurer required- Finnish- hoping Marcus will continue)

Brian is looking for a vice chair and encouraged women and diversity. Anita Kocsis mentioned that she will stay as Vice Chair however will be actively seeking another person to fulfil the role (encouraging another female).

Goal re-teams – consolidate teams, strategy and finance for example, as there is a requirement for leads of the various teams. Prompt for members to consider.

Brian mentioned events. Tasting scheduled for the following Tuesday – discussion on qualia.

Licia mentioned interviews.

Close and Happy Easter.

-HIN. 14.04.23.