

## **GIPS EXECUTIVE COMMITTEE**

### **TERMS OF REFERENCE FOR THE PROMOTION AND AWARENESS SUBCOMMITTEE**

Approved By The Executive Committee (EC) On X-X-2006

#### **1. Purpose**

The purpose of the Promotion and Awareness Subcommittee is to act as a forum to generate ideas on the promotion of the GIPS standards and provide education on the benefits. The Subcommittee will engage in developing clear, consistent messages that enable Country Sponsors to target and deliver marketing materials that best promote GIPS standards to key stakeholders in their own local markets and globally.

#### **2. Composition of the Promotion and Awareness Subcommittee**

The following Promotion and Awareness Subcommittee members have been appointed by the EC:

- Carol Anne Kennedy, Chair
- Carl deWet
- Monica Gordillo San Juan
- David Gould
- Angela Keane
- Holly Miller
- Naoko Mori
- Damian Regan
- Jesse Reyes
- Paul Saint-Pierre
- David Spaulding
- Madeleine Lindblad Woodward
- Conrad Yan

#### **3. Considerations**

To address the differing needs of Country Sponsors that will promote and increase public awareness of the Standards, the Subcommittee will concentrate on the following areas:

- Create consistent GIPS messages and marketing materials for use by Country Sponsors;
- Collaborate with Country Sponsors and share promotional ideas with all interested parties;
- Generate ideas and suggestions to aid in the promotion of the GIPS standards.

Subcommittee members are appointed as individuals, as experts in their industry, and not as representatives of their employers or other third-parties. Members are expected to contribute to the debate and decision-making of the Subcommittee so as to advance the cause of improving financial market integrity.

#### **4. Confidentiality**

Members are expected to keep certain, identified workings of the subcommittee confidential, including projects undertaken and positions under consideration until the information is made public or otherwise released by the EC. This includes refraining from communicating to any external party any non-public information, including working papers of the Subcommittee, that may be obtained by serving as a member of the subcommittee without the written permission of the EC.

#### **5. Governance**

In addition to these Terms of Reference, the Promotion and Awareness Subcommittee is held to the *EC Constitution* and although it is not a Standing Subcommittee of the EC, it is also to abide by the *Operating Policies and Procedures of GIPS EC Standing Subcommittees*.

#### **6. Process and Timetable**

Matters likely to be reviewed and endorsed by the EC should be discussed by Subcommittees to give members the opportunity to discuss, and if necessary vote on, the implications involved in order to provide the Subcommittee Chair the required information to ensure that members' views and interests will be reflected in their report and vote at the EC meeting.

- Standing Subcommittees will conduct business by conference call (scheduled bi-monthly) and hold in-person meetings (if necessary).
- The Chair will provide a cover memorandum to members highlighting those items specifically requiring action which may necessitate a vote being taken, and stipulating a date by which members' comments should be submitted to the Chair;
- The Chair may call for a vote of its members (in-person, via conference call and/or via unanimous consent email). At each meeting, the Chair shall certify a quorum is present in order to conduct business. Fifty-one percent (51%) of the members must be present in person or by video or audio conference to constitute a quorum. Members are not allowed to vote by proxy.
- Each Subcommittee member is entitled to one vote. Approval of any measure requires the affirmative vote of sixty-six percent (66%) of those constituting a quorum.
- In addition to the EC minutes being circulated to members, the Chair will also provide members with a brief report on the actions taken and/or views expressed on their behalf. Further feedback will be reported at the next Subcommittee meeting.
- Minutes of the Subcommittee meetings will be the responsibility of the GIPS Secretariat and will be approved at the next succeeding meeting or by e-mail vote.
- Rotation processes of Subcommittee membership will be determined by the EC and will be consistently followed by all Subcommittees.