



International Council
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Message from the CIB President Keith Hampson

RE-INVIGORATING CIB

Dear Colleagues and Members,

It is extraordinary how much has changed in every country of the world since my last newsletter only six weeks ago. I hope this finds all CIB members, your families and colleagues healthy, and looking after each other's safety and well-being during this period of the COVID-19 challenge.

At CIB we have taken the opportunity to focus on reinvigorating our value proposition, back-office systems and processes, and yes, website. Our new CEO Don Ward is working with Ron Wakefield, Chair of our Membership and Communications Committee as well as the Programme Committee and Michael Behm as Programme Director to prepare a new Membership and Marketing Strategy to enable us to offer and communicate a better value proposition to members, improve retention of existing members, and target a recruitment campaign. This strategy will be considered by the upcoming June Board meeting and implementation will follow once it is approved. Please make every effort to respond to the Member Survey which the Secretariat has issued, as this will provide an important input to this strategy. Completing the survey takes 5-10 minutes, and if you can't find it in your inbox please [click here](#) and Debbie can re-send.

Unfortunately the impact of COVID-19 lockdowns meant that we had to convert the upcoming Board meeting and General Assembly to online sessions, and cancel other face-to-face activities which we had planned, including a half-day conference and various breakout sessions with the Board and Working Commission Coordinators. I am very sorry to Thorkild Ærø, Pro-Dean, Faculty of Engineering and Science, Aalborg University, Copenhagen and his team who had worked hard and put together an excellent programme to engage with local industry, new member prospects from across northern Europe, and of course our Working Commission (WC) and Task Group (TG) Coordinators.

The new programme is for three two-hour sessions across 2nd – 4th June, in which we have ensured that the General Assembly will take place and allocated as much time as possible for engagement between the Board and WC and TG Coordinators, while still providing sufficient time for formal Board business to be conducted. Everyone should have received details of the timings of the different sessions, and I do hope you will be able to join relevant sessions.

The Board's business will prioritise three main subjects: the new Membership and Marketing Strategy; a new Programme Strategy with the Working Commissions; and the annual financial accounts. The joint sessions with WC and TG Coordinators will seek to improve cross-communication and understanding to improve value and impact of Commissions' activities and outputs. These sessions will be informed by two teleconferences with Coordinators which Michael Behm is organising. Michael has done a good job of reaching out to facilitate better engagement with the Working Commissions, which I see as the central engine room of our CIB, and if you are a Coordinator then I hope you will be able to work with Mike to help us support your work better.

One bonus of the online format forced upon us should be that we get more participation in the open sessions. We will learn from how it goes, and I hope that providing an online option may become a standard feature of our future meetings of the Board, General Assembly and other key events – without detracting from the enhanced value that attendance in person offers.

Finally, may I repeat my wish that you to stay safe and well. When we emerge from these circumstances it is likely that many features of life as we once knew it will have changed forever. I believe that the role of innovators in the built environment will have an even more important role than previously. My plan is that this includes CIB, which I trust we will be able to reinvigorate with your help to be an even stronger force in global built environment research and innovation.

Keith Hampson, CIB President

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For further information on this newsletter or any other aspect of CIB's work, please contact Debbie Gray, Membership & Marketing Manager, at debbie.gray@cibworld.org or +1 (613) 727 1481 x101.