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Making classified media work better!
International Classified Media Association

ICMA Budapest General Meeting Business Leaders' Forum Agenda

Chairperson: Sahin Tulga, Management Consultant, Turkey

Session 1 – 09.00-10.30 “The Balanced Scorecard”

- Welcome and introduction by Chairperson
- Presentation on classified media industry structure and competitive landscape (15-20 minutes)
- The Balanced Scorecard: Looking at indicators of past and future business success under 4 quadrants:
 1. Finance
 2. Customers (both internal and external)
 3. Internal Business Processes
 4. Change & Improvement

All participants will be asked to contribute at least 1 key performance index idea for each quadrant. Chair will select most interesting/relevant from each and invite the participant to talk about their initiative and discuss with the group.

Session 2 – 11.00-12.30 “Soft is as Important as Hard”

Building on the earlier discussions, this session will go deeper into the “softer” Balanced Scorecard perspectives; Customers, Internal Business Processes and Change & Improvement. The Chair will identify and prioritize the common issues under each topic and will make interactive presentations on:

1. Customers: Values to B2C Customers
2. Internal Business Processes: B2C Loyalty Programs
3. Change & Improvement: Becoming a Team

Chairperson will invite contributions and opinions relevant to Classified Industry, from the group.

Session 3 – 13.30-15.00 “Hard Stuff: Show me the Money”

This closing session will focus on two components of the profit equation:

1. How to save money through constructive cost-cutting measures,
2. How to make money from the growing audiences that our web properties attract.

Participants will share their ideas and successes via a dedicated Twitter account which will be displayed on screen, and the Chair will guide the discussion of the ideas shared.

Close of meeting, completion of evaluation forms, and election of BLF chairperson for Berlin.