

Thinking of joining the APMA Governance Board?

Governance Board membership is an opportunity to help shape the future of the industry - but it is also an **active commitment, not an honorary position**.

Before putting yourself forward, here's what you need to know.

What commitment are you making?

Governance Board members are expected to:

- Attend **four quarterly Board meetings each year**, face-to-face in Central London.
- Read Board papers in advance and come prepared to contribute.
- Engage with relevant discussions or decisions between meetings where required.
- Listen to and understand the views of the part of the industry you represent.
- Take ownership of any actions you agree to undertake.
- Act as an advocate for the APMA and its work.

If you cannot attend a meeting, you should let the Chair know at least two weeks in advance and send a suitably briefed representative from your company with authority to contribute on your behalf.

If you miss **two meetings during your term without appropriate representation or prior agreement**, your position on the Board may be reviewed and your seat could be open for election again.

Who are you representing?

Although you will be nominated by your organisation, **you are not joining the Board simply to represent your company**.

You will be elected by your peers to represent a wider part of the affiliate and partner marketing industry.

There are two seats each for affiliates, networks, agencies and brands and one seat each for consultants and 'other'. 'Other' consists of tracking, compliance, content and events members. If you aren't sure which category you would be suitable for, [please get in touch](#).

That means listening to different perspectives, considering the needs of businesses of different types and sizes, and approaching Board decisions based on what's right for the wider industry.

Any potential conflicts of interest should be declared to the Chair. Board members must comply with all applicable competition laws. Members must also respect the confidentiality of board discussions, declare any potential conflicts of interest, and act in the best interests of the wider industry.

How long will you serve?

Board members serve a **one year initial term, with the ability to extend for a further year**. After a member's term has ended they can choose to stand for re-election.

Who can apply?

To stand for election:

- Your organisation must be a current APMA member and eligible for the relevant Board category.
- Each member organisation can nominate **one candidate only**.
- You must be the confirmed nominee for your organisation.
- Your organisation must support you in making the time commitment required.
- You'll provide a short statement explaining why you want to join the Board, the experience you bring and how you would represent your wider category.

By standing, you are agreeing to the responsibilities and commitments outlined in the [Governance Board Member Role Description](#).

We want the Governance Board to reflect the diversity of people, businesses, backgrounds and experiences that make up the UK affiliate and partner marketing industry. We particularly encourage nominations from people and groups who may be underrepresented in industry leadership. You don't need to have held a Board position before, and we're looking for a mix of perspectives, experience and expertise rather than particular job titles or seniority.

How do elections work?

Governance Board members are elected by their peers within the part of the industry they will represent. The election process is administered by the APMA.

Where there are more candidates than available seats:

- Each eligible APMA member organisation receives **one vote**.
- Members vote only for candidates within **their own category**.
- Organisations **cannot vote for their own nominee**.
- Voting is confidential.
- The candidate(s) receiving the highest number of votes take the available seat(s).
- If there is a tie for the final available seat, the APMA Founder and Governance Board Chair and Advisory Board Chair will have the final vote on the winning candidate

If the number of candidates is equal to or fewer than the number of available seats, eligible candidates may be appointed without a contested election.

The APMA reserves the right to amend the election process, reopen nominations, hold further elections or withhold confirmation of an appointment where reasonably necessary to ensure fair representation, diversity and the effective governance of the association.

What happens if someone leaves during their term?

If the elected Board Member either leaves their company or is on extended leave, we would reopen a vote for that position.