



IAAMA

INFRASTRUCTURE ASSET MANAGEMENT ALBERTA

Workshop Overview & IAMA Update

- Board introductions
- Strategic Plan highlights
- Website improvement initiative



IAMA Strategic Plan highlights

- Mission and vision statements confirmed!
- A marketing tagline created!

Mission Statement:

To promote Asset Management practice in Alberta through facilitated knowledge sharing and collaboration.

Vision Statement:

To be the voice of Asset Management in Alberta.

Tag line:

Alberta's Asset Management Network

IAMA Strategic Plan highlights

- Association goals and objectives confirmed!

Goals and Objectives

- Education and Facilitated Learning
- Networking
- Support and Engagement
- Advocacy and Leadership

IAMA Strategic Plan highlights

- Key Priorities identified!
 - Four new committees created
 - Action Plans developed

Key Priorities Areas

1. Enhance marketing and communications
2. Promote and grow programs and educational opportunities
3. Engage and grow membership
4. Increase financial and administrative sustainability
5. Improve and enhance event sponsorship

IAMA Website
Improvement
initiative