



Headlight – April 2024

Welcome to this edition of Headlight. Read on to find out about our new young person initiative, TikTok update, Group support and an Autumn Forum update.

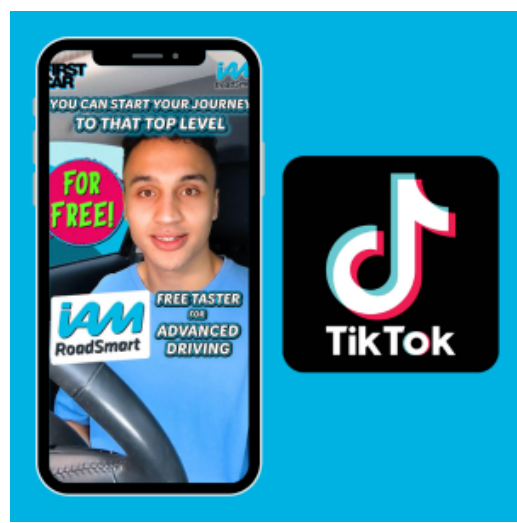
A reminder that on 2 April the cost of IAM RoadSmart products were updated - please ensure your Group website is up to date. Full details can be found [here](#).



NEW: Road Champion

We are pleased to announce we will be launching a new initiative this month... our Road Champions! This is a free digital initiative for 17-26 year olds, designed to raise awareness of IAM RoadSmart with a younger audience and start them on their journey with us.

By signing up as a Road Champion, they will receive a series of emails with advice, engaging content, competitions and information on the Advanced courses. The aim of this initiative is to develop the knowledge and skills of this demographic while raising awareness of our charitable mission.



We are now on TikTok!

As part of the promotion for Free Taster sessions, the first IAM RoadSmart TikTok video went live in March and has already gathered over 500 views. This is a collaboration with FirstCarUK, starring Keanan Lloyd-Adams (pictured) and Richard Gladman. The aim is to reach a new audience of younger drivers and riders through this partnership.

[View the TikTok video](#)



Business cards

We have uploaded editable business cards and online versions to the Group management dashboard. We have included a guide on how to edit and personalise the card with your details. You will find them under the titles **Volunteer resources** and **Marketing support**.

[Group dashboard](#)



IMI: We need your feedback

We are pleased to share that we have introduced an IMI post-assessment feedback survey, for Observers and Examiners.

You will receive an invitation to complete the survey in the email with your assessment result. We welcome your feedback to improve our customer experience and our service.



National Observer

To introduce the role of a National Observer, Area Service Delivery Manager, Steve Ellis explains in a short video, what the role entails and the delivery of the Advanced courses. The video includes briefing, de-briefing, use of the logbook and competency sheets.

No matter how many years experience you have, we encourage you to watch. This video can be downloaded and used to support Observer training. This video can be found under **Volunteer resources** and **IMI National Observer** on the dashboard.

[Watch the video here](#)



National Observer Webinar

Throughout May, we will be delivering a series of webinars for all National Observers. Whether you are a Trainee Observer, a Local Observer planning to take the National Observer assessment or a National Observer with many years' experience we would be delighted if you could join us.

We will be covering the following:

- Delivering an observed session
- Vehicle Technology & Advanced Driver Assistance Systems (ADAS)
- Common Themes
- Resources

[Sign up here](#)



Group celebrates 40th Anniversary

High Wycombe Group of Advanced Motorists recently celebrated their 40th Anniversary. The evening included a presentation, awards and recognition of Peter Gunn, long standing member of the committee who is moving on to take the role of an Examiner.

If your Group is hosting a celebratory event, let us know by emailing headlight@iam.org.uk

[Read in full here](#)



Group compliance

Recently in Headlight we have shared Group compliance tips to reduce risk and promote a positive compliance culture.

By implementing the advice, Groups can establish a robust framework for adhering to compliance and governance.

[View the document](#)



Autumn Forums 2024

Following your feedback, we're pleased to announce that a Digital Autumn Forum will form part of the suite of events this year.

With one of our Strategic Pillars being 'Digital to the core' we will be delivering one Forum online.

Full details about the Autumn Forums will be released soon.

Get in touch!

If your Group has news that you would like us to include in a future newsletter, please email headlight@iam.org.uk with as much information as possible and include any images you'd like to accompany your article.

We welcome your feedback encourage you to share your thoughts and suggestions to feedback@iam.org.uk



If you have amendments to your email address, please send the information to support@iam.org.uk or you can change your entry into DARTS directly. If you need assistance, call customer services on **0300 303 1134**. If you have any new Group officials who should be receiving Headlight, please let us know so that we can add them on to the mailing list.