



## **Guidelines for the Royal Microscopical Society (RMS) Corporate Advisory Board (CAB)**

The Corporate Advisory Board (CAB) is the Royal Microscopical Society's contact with the microscopy companies and has the important function of advising the RMS Council on matters of company liaison.

- It is essential that it represents, as comprehensively as possible, the views and concerns of the microscopy companies as a whole.
- Representatives are requested to share industry knowledge and information to support the RMS in making informed decisions in relation to the commercial sponsorship opportunities offered by the RMS, and to keep the Society up-to-date with marketing trends and strategies.
- The RMS expects its CAB members to complete online surveys on certain topics, the RMS values responses from its members to these
- Members of the CAB are not company representatives; rather they should be elected or invited as individuals to serve on the Committee
- Members should either occupy senior positions in their Companies so that they can speak for the 'mind' of their Companies, and/or should work in the marketing department.
- If unable to attend a meeting, members are encouraged to send a designated representative on their behalf.
- If in a senior position, they do not represent Company policy as such but are able to express the broader and wider implications of their Company's policies, strategies, and concerns in relation to the trade as a whole and to the RMS.
- Members of the CAB should either be individual members of the RMS, or the Company they are representing should be a Corporate Member of the RMS.
- It is clearly desirable to have the membership of the Committee drawn from as wide a cross section of the trade and industry as possible.
- The main areas should be represented: electron microscopy, light microscopy, specimen preparation equipment, microscope accessories, image processing, atomic force microscopy, scanning probe microscopy and flow cytometry.
- In nominating future members of the Committee it is therefore important to bear in mind the necessity of achieving a balance of representation across the whole of the microscopy industry.

### **Membership of the Corporate Advisory Board**

- The Chair is elected for at least a two-year and at most a four-year term of office, in order to lead the CAB through at least one and ideally two cycles from one **Microscience Microscopy Congress (mmc)** to the next. The Chair attends meetings of the RMS Council and Section Chairs to represent the views of the CAB.
- The Vice-Chair is elected for at least a two-year and at most a four-year term of office, in order to support the Chair, and to stand in for the Chair if he/she is unable to attend any CAB, Section Chairs or Council Meetings
- Ordinary Committee Members to serve on the committee as long as they feel able, and if they are unable to attend, to send representatives.
- Individual members of the committee should be asked if they would like to continue to serve on an annual basis.
- Additional committee members to be added as necessary.

### **Purpose of the Corporate Advisory Board**

- The CAB is an advisory committee of the Royal Microscopical Society, and the Chair (or Vice-Chair if the Chair is not available) is invited to attend RMS Council and Section Chairs Meetings.
- The CAB advises on all RMS events, including **mmc**

The Corporate Advisory Board is an important committee within the RMS. It is very important to that the existing good relationship between the RMS and microscopy companies should continue.