

# Internal + external communication in associations

## Overview of my services

September 2016

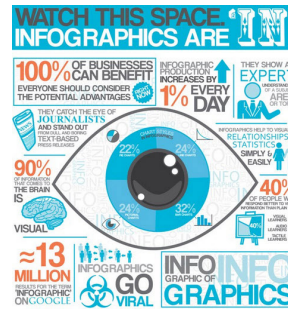
# Marketing Communication Concept

- Verifying key objectives of the association
- Listening to working groups/ task forces and their projects
- Describing the target groups
- Listing of key dates throughout the year
- Drafting the communication concept
- Proposing communication activities and estimating their cost
- Building the budget with scenarios

## A network of service providers

- Searching, evaluating and proposing service providers, such as
  - Advertising agency
  - Webdesigner
  - Market research company
  - CRM system provider
- Going external and/or integrating suggestions from members

# Internal Communication



## Newsletter

- Compiling, writing and distributing biweekly or monthly
- Updating design with agency

## Infographic

- Involving experts from task force
- Drafting and agreeing the project briefing
- Moderating telcos and process

## Membership benefits

- Benchmarking existing arguments
- Reviewing key messages
- Developing flyer

# External Communication (1/3)

For external use



## Website

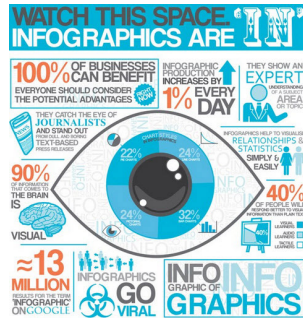
- Reviewing structure vs. focus area
- Maintaining actuality and enriching the content
- Involving webdesigner for restructure

## Annual Report

- Drafting and agreeing on briefing
- Compiling and writing content
- Moderating process with agency

## Strategic Roadmap/ Manifesto/ Vision to Action

- Drafting and agreeing on briefing
- Steering of mgmt. contributions
- Moderating process with agency



# External Communication (2/3)



## Social Media

- Concentrating on Twitter and LinkedIn
- Compiling target contacts
- Stimulating input for messages and articles

## Press Release/ in-depth articles/ editorials

- Drafting and aligning with experts and mgmt.

## Event / fair participation

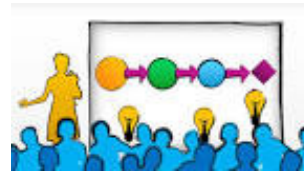
- Searching for appropriate occasions
- Preparing and implementing concept with service partners

# External Communication (3/3)



## **Stakeholder/ Partnering**

- Stakeholder mapping
- Preparing and implementing the stakeholder marketing



## **Presentations**

- Creating standard charts
- Suggesting charts for the occasion



## **Campaign development**

- Alligning project based briefing
- Involving agency
- Driving communication activities

