

Communication Committee

The Necessities

Mike Taylor, C.P.M.

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Our Responsibility

- ◆ **Advertising: Spreading** the word
- ◆ Promoting: Building **excitement**
- ◆ Publicity: making **news**
- ◆ Sales: Marketing the **organization**
- ◆ Reporting: gathering **information**
- ◆ Public Relations: a positive **image**

Committee Logistics

- ◆ Mission and vision
- ◆ Goals and objectives in line with affiliate
- ◆ Contribution to affiliate Marketing plan
- ◆ Staff and delegated assignments
- ◆ Meetings and important events
- ◆ Progress and accomplishments
- ◆ Communication with Committee and Officers

Goal & Action Plan

◆ Focus goal on end result

- Each member will have 2 opportunities to find out about...
- Local businesses will hear about us in xx ways
- *People* [who?] will always be able to find our schedule
- Affiliate will be seen as *professional*

Budget

- ◆ More money is NOT more results
- ◆ Measure effectiveness of each dollar
- ◆ Minimum level to conduct business then add some meat
- ◆ # program notices x #members x printing cost x mailing cost
- ◆ Review wasted copies and adjust quantity (contest)

Leadership Development

- ◆ Delegate projects, ownership & budget
- ◆ Recognize and encourage efforts
- ◆ Reward accomplishments & progress
- ◆ Provide and discuss resources
- ◆ Review records and history
- ◆ Network with other affiliates
- ◆ ISM Resources

The 5 W's

- ◆ WHO is the target audience?
- ◆ WHAT are we trying to communicate
- ◆ WHEN is the deadline
- ◆ WHERE is the action
- ◆ WHY are we communicating this; what action are we hoping to achieve

Content is Everything

- ◆ Event specific: Cover the 5 Ws
- ◆ Calendar of dates, events, deadlines
- ◆ Educational, purchasing, professional
- ◆ Background on speakers, members, officers
- ◆ Demographic material about the Affiliate
- ◆ Feedback, survey results
- ◆ Recognition

Tools of Communication

- ◆ Program notices
- ◆ Newsletters
- ◆ Media releases
- ◆ Email
- ◆ Web site
- ◆ Standard marketing materials
- ◆ Press Kit

Tools; Discussion

- ◆ What ideas do you have?
- ◆ What has your affiliate tried?
- ◆ What worked well?
- ◆ What didn't work?

Electronic Distribution

- ◆ Distribute in multiple ways
 - Paper
 - Electronic PDF
 - On line
 - Email notices
- ◆ Report highlights of the newsletter

Tips and Tricks

- ◆ “One thing” question
- ◆ Common theme
- ◆ Consistent look and feel
- ◆ **CROSS-LINK PUBLICATIONS**

Terminology Suggestions

- ◆ Use positive language
- ◆ Monthly Program vs Monthly *meeting*
- ◆ Leaders vs *officers*
- ◆ Announcement vs *notice*

Process Improvement

- ◆ Develop an Internal Communication plan for Incoming Information
- ◆ Assign tasks for reading and forwarding
 - Correspondence, letters, notices, mail, returned mail, etc.
 - Publications by ISM; e.g. Newslines, BOD meetings, Certification news
- ◆ Ensure that important information is distributed to everyone who could benefit

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Networking; Discussion

- ◆ What can we share with each other?
- ◆ How can we collaborate?
- ◆ What would be valuable to get from other affiliates?
- ◆ Can we use other Affiliate Newsletters? (electronic)

Sources of Material

- ◆ ISM News Line
- ◆ ISM Just in E-Time
- ◆ ISM Inside Supply Management
- ◆ ISM meeting minutes
- ◆ ISM media releases
- ◆ ISM Affiliate Support Staff

Resources and Links

◆ ISM Affiliate Support Materials

■ Spreading the Word

- ◆ office.Microsoft.com/downloads/2000/WrdTemp.aspx
- ◆ www.ism.ws/MembersOnly/CoursewareMaterials.cfm