



Committee Business Plan



Marketing & Communications 2019/20

CHAIR:	Derek Lamoureux
VICE CHAIR:	Drew Saffran
DIRECTOR LIAISON:	Steve Levschuk, Rhonda Choja
VICE-PRESIDENT:	Barry Cleaver
STAFF LIAISON:	Kristen Duever, Gerry Macartney
MEETINGS:	Third Tuesday of every month at 8:30 am

Objectives:

1. Increase the Chamber's reach by broadening the Chamber's audience as per strategic objective 1: **Strengthen and grow the London Chamber of Commerce.**
2. Continue to actively position the Chamber as a trusted, innovative institution that is inclusive and adds value to its members as per strategic objective 1 and per strategic objective 2: **Be the leader in Business Advocacy** and strategic objective 3: **Deliver premier connection opportunities for business.**

Strategic Priorities:

1. Review and periodically revise as necessary the London Chamber of Commerce's marketing and communications efforts, including maintaining communications and tactical plans, so that they remain current, align with the Chamber's strategic plan and continue to achieve the following goals as per strategic objective #1:
 - a. Increase membership
 - b. Interact with and engage membership (all segments)
 - c. Strengthen the Chamber brand

Program Plan:

1. Communication with other committees (as per strategic objective 1) (internally)
 - a. Receive and review regular updates from each committee by reviewing committee minutes.
 - b. Chair/Vice Chair of our committee will plan to attend meetings of the Membership Sales and Services committee quarterly.

2. Communication to Chamber members (as per strategic objectives 1 and 2.)
 - a. Value proposition of becoming a member (include hard facts and real data, like size of membership)
 - b. Sharing news updates from the Chamber through various communication channels.
 - c. Sharing the Chamber's advocacy efforts through various communication channels.
3. Engage with Chamber Members as (per strategic objective 1.)
 - a. By sharing member success stories
Eg. Use #LdnOntChamber to promote success stories of Chamber members on all marketing platforms
 - b. On social media
Eg. Commenting on posts on platforms like Instagram and Twitter
Eg. Instagram stories and posts
4. Develop consistent Brand Guidelines and Marketing Materials (as per strategic objective #1.)
 - a. Review the current marketing materials
 - b. Create a brand guidelines document (logo, voice, colours, fonts, etc.)
 - c. Review selected chamber marketing materials before they are circulated internally and externally
 - d. Ensure we are including updated links and CTA's (call's to action) when posting to social or in e-newsletter
 - e. Give people a reason to care about the Chamber and follow/engage with them
5. Content Creation and Strategy (as per strategic objective 1.)
 - a. Develop Innovative Strategies to Promote Businesses in Chamber marketing
Eg. "Tuesday Tips" - each month (building up to weekly) feature a business tip from a chamber member in that industry (April- tax tips from BDO)
 - b. Get to know your Board
Eg. Weekly feature on a member of the Chamber board (show it's not an old boys club)
6. Networking and Education (as per strategic objective 3.)
 - a. Develop a workshop that focuses on the basics of social media and it's benefits
 - b. Promoting chamber events (BAF, Summit, etc.)
7. Research (as per strategic objective 1.)
 - a. Target Market and Market Segmentation
 - i. Understanding the target audience of the chamber, who its serving well and whom under serving
8. Develop an onboarding process to mentor new members of the Marketing and Communications Committee (as per strategic objective 1).