

# Public Relations Operational plan

## Background

In 2014, CILT Malta committee sought the need to establish and strengthen the relationship between the Institute and members, students and key players in the transport industry. Hence, the public relations officer post was introduced. Responsibilities include managing communication and disseminating information between the organisation and the public.

In the outgoing period 2014/2015 the main areas of work of the public relations officer were;

- Publishing CILT Malta's monthly newsletter;  
Circulating the newsletter has served as a platform to provide members with useful information of the current local and international transport related scenario.
- Updating CILT Malta website;  
The newly updated website is particularly dedicated to provide information about the CILT education programmes (under the heading Training) and career opportunities (under the heading Vacancies).
- Coordinating CILT Malta events;  
Throughout 2014, CILT Malta organized two company related presentations in the maritime and aviation sectors (Malta Motorways of the sea on February 2014 and Lufthansa Technik on October 2014). Both companies presented an insight into their operational setup and their business models that were appreciated by CILT members present.

## Vision

To be *recognized* as the leading membership organization locally and in the Mediterranean providing education and development for both individuals and corporations within Transport and Logistics.

## Mission

- A. Attract transport and logistics professionals to CILT Malta and recommend enrollment.
- B. Increase awareness in Transport and logistics.
- C. Attract young students to undertake studies in transport and logistics.
- D. Maintain regular contact with Members and students
- E. Strengthen the relationship between CILT Malta and the Industry.
- F. Identify niches to promote CILT Malta both locally and internationally.

## Action Plan

2015/ 2016

1. **Attract Transport and Logistics professionals/ Increase awareness in Transport and logistics.**
  - a. Manage Website
    - i. Create Policy (content and approval)
    - ii. Update monthly
    - iii. Updates of vacancies - on request
  - b. Articles for local newspapers which may include (Transport and logistics articles. Promoting CILT Malta events, workshops and exhibitions, Members' greetings.)
  - c. Newspaper articles published in specific sections, exhibitions (COGM) Leaflets and courses prospectus (in coordination with University of Malta and/or any other provider).
  - d. Coordination of events;
    - i. Establish topic
    - ii. Identify the area to accommodate the event.
    - iii. Correspondence with sponsors.
    - iv. Correspondence and coordination with the event speakers.
    - v. Invitation lists.
    - vi. Attendees Registration.
  - e. Create yearly magazine
    - i. Analyze alternatives
    - ii. Create format
    - iii. Get Committee approval
    - iv. Publication – 2017
  - f. Introduction of a Facebook page which is being considered as a top area in the effort to promote transport and logistics.
    - i. Create email
    - ii. Collect articles
    - iii. Establish policy
    - iv. Create account
2. **Attract Young Students**
  - a. Visits to secondary and post- secondary schools, supplying course prospectus.
3. **Maintain regular contact with Members and students**
  - a. Circulation of newsletter
    - i. Send Monthly
4. **Strengthen the relationship between CILT Malta and the Industry.**
  - a. Provide and assist in training and advice
  - b. Pursuit past and new contacts both locally and internationally for example Nectar and CILT Egypt.
5. **Identify niches to promote CILT Malta both locally and internationally**
  - a. Organize meetings with key positions to identify opportunities.

## 6. **Promotion**

- a. New Stationary
- b. Create email addresses for Committee Members
- c. New business cards for committee members

## 7. **Other**

- a. Create Process and outcome measures mechanism (Members' participation: the number and type of participants, frequency of attendance, and turnover rate of the members.
- b. Set up a Regular feedback mechanism (Feedback on the Facebook page, event logs and urging suggestion emails from students and members)

## **Conclusion**

The above is the CILT Malta operational plan for 2015 compiled by the public relations officer who will be directly involved in its implementation. Also there will be a need for significant cross dialogue with the executive committee members as the plans created will involve their help and support.