

Item	Our intention	Please comment on what you have done or intend to do
Marketing response document	Branches to consider their communications and activities and agree a local Covid-19 response plan	The President has released his official message to members on COVID-19. In it were our proposed way forward to support Members and Government
President's Requests for research	Branches to conduct local research and respond on key questions, involving branch members and local business contacts as well as branch council members and key contacts.	The President has informed GC members the need for research. Detailed arrangement will be finalized by close of this week
Best Practice Bulletins	<p>Branches to share bulletins with all members and business contacts by direct mail or email and also to share on branch website and social media platforms.</p> <p>Branches to use the content to generate local discussions and activities based around local best practice</p>	<p>All members have been receiving the Best Practice Bulletins on all contact list (email branch website and social media platforms) at a responsive level.</p> <p>Local discussions at Sectional level is yet to begin</p>
Webinars	<p>The first international webinar is for branch contacts only and we hope that branches will use this as a basis for generating local conversations afterwards.</p> <p>The recording of the webinar will be published next week and can be shared on branch websites and social media platforms.</p>	The President and his GC Members will be on standby to facilitate local conversations afterwards.
Presidential message	<p>Branches to share on branch website and social media platforms. Consider sharing directly with members.</p> <p>Branches to consider their own local messages to members</p>	It's being done on regular basis as and when received.

<p>Member letter</p>	<p>Branches to share directly with all members using direct mail or email. May also be shared on websites and using social media.</p> <p>Branches to consider local communications to support and engage members</p>	<p>It's being done on regular basis as and when received. Additionally, local communication support and engagements are prompt.</p>
<p>Social Media Activity</p>	<p>Branches asked to connect with international platforms and encourage members to connect with both local and international accounts</p> <p>Branches asked to share international content and posts</p>	<p>It's being done.</p>
<p>In our marketing response we document we suggested various initiatives for branches to consider. Please indicate which of these you are including in your plans and provide some detail around your activities</p>	<p>Sharing local best practice guidance</p> <p>Sharing industry good news stories</p> <p>Sharing podcasts / articles / papers for members to engage with</p> <p>Direct communications to keep members engaged, informed, and supported</p> <p>Engaging with and supporting local corporate members and local businesses</p> <p>Co-ordinating local industry response</p> <p>Online activities and gatherings:</p> <ul style="list-style-type: none"> <li>- Webinars</li> <li>- Discussion groups</li> <li>- Interactive activities</li> <li>- Quizzes</li> <li>- Panel Discussions</li> <li>- Online lectures</li> <li>- Social events</li> </ul>	<p>Sharing industry good news stories</p> <p>No week go by without the sharing of industry good news stories shared across to all members. This has been initiated by the Secretariat and other Sectional chairmen to keep members updates on happenings across the globe.</p>

Please provide details of any other activities you are undertaking		

