

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	
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.	Questionnaire has already been set to conduct the local research
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>	We already share all bulletins from the CILT International
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>	We will share the webinar when we receive the instruction
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>	Our branch president is in process of issuing a statement

Member letter	<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>	Well noted
Social Media Activity	<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>	Well noted and shall be adhered to
<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"> - Webinars - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures - Social events 	<p>Sharing local best practices and Government outlined measures.</p> <p>Engaging corporate members to understand what measures they are putting in place to avoid job losses.</p> <p>Online lectures of students in CILT</p>

Please provide details of any other activities you are undertaking

The Zambian branch plans to be having online discussions aimed at encouraging and Inspiring Women in Logistics and the Young Professionals to capacitate themselves in dealing with challenging times and unforeseen challenging circumstances such as the Covid 19 pandemic.
