

| Item                              | Our intention   | Please comment on what you have done or intend to do   |
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| Marketing response document       | Branches to consider their communications and activities and agree a local Covid-19 response plan   | Issuing communications members 3 – 4 times per week, using different platforms (just opened up Instagram),   |
| 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.   | Request gone out to all members and council  |
| 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 are hosting best practice information from our state authorities in our communications and on our website |
| 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> | Will do  |
| 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>  | Will do  |
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| <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>We are trying to alternate mails from the president and the CEO, just to let members know that we are there for them. We have set up our largest branch with a Zoom account in order to encourage virtual events.</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>Will do, we are trying to concentrate on what is happening in Ireland, the advice as issues by Irish Authorities is that which we are posting. The international experience, though fascinating can be slightly contradictory (different nations have different approaches). Having said that, we will keep the international message alive on Social Media</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>Yes</p> <p>Yes, please see link below</p> <p><a href="https://www.cilt.ie/News/childrens-hospital-crumlin-5505">https://www.cilt.ie/News/childrens-hospital-crumlin-5505</a></p> <p>Yes, article about the economic effects of Post C19 going up today, article drafted by Economist who is a past president.</p> <p>Email</p> <p>Currently we chair the newly founded National Logistics Forum, we are engaging in activity to support this forum and in so doing industry. This forum has the support of the Dept of An Taoiseach (Prime Minister), Dept of Transport, Tourism and Sport</p> |

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|   | <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>and The Department of Business, Enterprise and Innovation.</p> <p>We have set up a database (going live today) of all logistics enterprises and what they have to offer, this database is for industry and the public.</p> <p>None as of yet, it is hoped to commence these activities soon. We intend to survey members to see what they want</p> |
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| <p>Please provide details of any other activities you are undertaking</p> | <p>Our main focus has been on maintaining a level of service for both our members and our learners. We converted our Higher Certificate in Business, Logistics and Supply Chain Management to a fully online course for the remainder of the term. We commenced an advertising campaign for the Higher Cert that reached 850,000 individuals, we are currently following up on 700 individuals who requested additional information.</p> <p>We are developing more online education to meet a demand that exists.</p> <p>We are at the centre of the National Logistics Forum, CILT CEO chairs this forum, once C19 is a thing of the past, this forum will continue to operate and advise government on logistic and supply chain issues.</p> |   |



