

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	We already have this on place, through offering some free sessions. A new work regulation already in place from our holding company
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.	We only have members feedback on the training
Best Practice Bulletins	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. Branches to use the content to generate local discussions and activities based around local best practice	We already had 2 sessions where we cover CILT activities, we already promote the webinars and having some of our members participated, we reshared most of CILT brochures, flyers....
Webinars	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. The recording of the webinar will be published next week and can be shared on branch websites and social media platforms.	We are promoting this.
Presidential message	Branches to share on branch website and social media platforms. Consider sharing directly with members.	Will be doing this soon

	Branches to consider their own local messages to members	
Member letter	Branches to share directly with all members using direct mail or email. May also be shared on websites and using social media. Branches to consider local communications to support and engage members	
Social Media Activity	Branches asked to connect with international platforms and encourage members to connect with both local and international accounts Branches asked to share international content and posts	Will do that
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	Sharing local best practice guidance Sharing industry good news stories Sharing podcasts / articles / papers for members to engage with Direct communications to keep members engaged, informed, and supported Engaging with and supporting local corporate members and local businesses Co-ordinating local industry response Online activities and gatherings: <ul style="list-style-type: none"> - Webinars - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures 	It is already part of our current materials Some times Sometimes Always there One required, Yes Somehow this is weak Always there We have what's up groups only for CILT members No

	- Social events	Yes No
Please provide details of any other activities you are undertaking		Very soon we will be having an online sessions for university students about CILT programs, and the first one will be next week with one of our local universities here in KSA
