

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	Covid-19 response plan has been put in place under the umbrella of “Oman Logistics Association (OLA)”, where CILT has signed an MOU Q-I, 2020.
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.	This is been done in conjunction with OLA and Asyad. We have direct communication with OLA and we jointly spread the same in our network via mailer, WhatsApp group & Social Media Platform.
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>	This has been done via OLA network.
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 are attending webinars and had also invited all our OLA member & Centre of Excellence member to attend the webinar.
Presidential message	Branches to share on branch website and social media platforms. Consider sharing directly with members.	Being done.

	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	As All members of Oman are directly under UK branch membership.
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	Yes, we are doing so in our wide network of LinkedIn, Twitter and other social media platform.
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 	We are sharing good news, best local and international practices etc.

	- Social events	
Please provide details of any other activities you are undertaking		We are actively engaged with OLA, involving port solutions, supporting & advising in food & Medicine supply in around. Actively Participating in various webinar, hackathon locally, regionally and Internationally. Using social media to spread positive, inspiring and good news apart from our SCM expertise & Logistics News.

