

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	Done and in place since 20 th March 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.	Response to this not planned as discussed
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>	COVID-19 Bulletins published to all members covering Government regulatory and financial easements, health guidelines and good practice
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>	Forum, policy group and sector specific webinars being held. Further place in place to continue to deliver these.
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>	<p>Shared on social media</p> <p>Local comms via CILT UK website and social media channels</p>

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>	<p>COVID-19 Bulletins published to all members covering Government regulatory and financial easements, health guidelines and good practice</p>
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>	<p>Significant social media activity to support COVID-19 bulletins, news, good practice and support webinars.</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"> - Webinars 	<p>Done and ongoing</p> <p>COVID-19 response database set up and in use by NHS supply chain, MACA, Local authorities and other organisations. Recognised by Government and UK Patron HRH The Princess Royal. Resource includes organisations with assets and resources as well as members offering expertise. Circa 1600 entries as at 24/4/20</p> <p>Webinars proving successful (e.g. Transport Planning on 23/4/20 with 650 people from around the world joining).</p>

	<ul style="list-style-type: none"> - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures - Social events 	Content captured and viewable via CILT UK You Tube channel.
Please provide details of any other activities you are undertaking	<p>Direct engagement with Government (2-3 times per week) and Traffic Commissioners on sector discussions and 1-2-1 ministerial discussion. Focus on regulatory and financial easements.</p> <p>Joint communication with sector specific trade bodies and letters to PM and other Government Ministers. Join up with other bodies is key to present a common message and evidence.</p> <p>Web based Communities Platform under development to be launched in May to facilitate online discussions groups to be established for forums, regions and specific discussion topics. Moderation will be undertaken by chairs of forums and regions.</p>	