

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	Macao branch is planning to organize a forum about the “Practices and challenges of logistics and transport industries during the Covid-19 pandemic period” in coming Dec.
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.	Macao branch is conducting following research related to COVID-19: - CSR performance and reporting practices of public companies in logistics and transport industries during Covid-19 pandemic period.
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	CILT Macao shares bulletins and news via multiple e-platforms, such as email, Wechat, Whatsapp, branch website, Facebook page.
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.	None.
Presidential message	Branches to share on branch website and social media platforms. Consider sharing directly with members.	CILT Macao only has around 50 members. Wechat and Whatsapp groups were created for communication. President’s messages are also shared in the chat groups from time to time.

	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	CILT Macao only has around 50 members. Wechat and Whatsapp groups were created for efficient communication and information sharing.
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	Beside the Wechat and Whatsapp platforms, CILT Macao also updates branch website and facebook page regularly.
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 	CILT Macao usually keeps members updated (about the industry changes, activities and etc) via e-platforms. For example, sharing news or circulating Bulletins through Whatsapp/Wechat groups;

	- Social events	
Please provide details of any other activities you are undertaking		<p>-CILT Macao provides consultancy opinions and advices to the Macao government in ad hoc approach or for special/emerging issues (even during the COVID-19 pandemic period)</p> <p>-CILT Macao is also conducting academic research related to following topics:</p> <ol style="list-style-type: none"> 1) Research on Smart City 2) The Impact of Railway On Tourist's Travel Planning; 3) The Impact of the Hong Kong-Zhuhai-Macao Bridge on Visitors' Travel Planning 4) Brand Identity on Low-cost Carrier 5) Competitive Analysis of Medium-sized International Airports in Asia-Pacific Region 6) Competitive Analysis of International Airports in the Guangdong-Hongkong-Macau Greater Bay Area

