

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	Sharing updated news and reports on the current challenges facing Bangladesh in the logistics and transport sector, including actions taken by the government and other stakeholders to all of our members through our official WhatsApp group, Facebook page and emails.
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.	The President of CILT Bangladesh in line with the request of the President of CILT International has advised our members, both industry practitioners and academician to invest time and resources in research for the betterment of the sector in the current crisis and in sharing findings with both government bodies and all players in our sector, at a personal and professional level.
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 have shared all bulletins with all of our members and business contacts by our WhatsApp group and also shared on branch Facebook page and generated local discussions on those topic by WhatsApp and phone calls.
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</p>	CILT Bangladesh Council had already arranged a webinar on 23.04.2020 to generate discussions among members, immediately after we attended the first international webinar. The minutes of the webinar discussion is attached separately in the email.

	platforms.	
Presidential message	Branches to share on branch website and social media platforms. Consider sharing directly with members. Branches to consider their own local messages to members	We have shared same in our WhatsApp group and Facebook page. We are also considering to draft local messages in the context of our own challenges faced in our sector in Bangladesh for all 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 Bangladesh Council is engaging its members through our official WhatsApp group, email, Facebook page and recently via LinkedIn.
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	CILT Bangladesh Council is sharing all of the activities of both CILT Bangladesh and International on our local Facebook page and WhatsApp group.
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:	CILT Bangladesh has partnered with a humanitarian social initiative “Mission Save Bangladesh” and are collecting funds from members for providing relief to people affected by Covid-19. We have already supported 125 families and provided 10 PPEs for the front line workers as well as funds for supporting 5 SMEs/businesses in our sector. Planning to organize a team from different stakeholders to form a dynamic committee to propose solutions and recommendations to both government and businesses for the betterment of the logistics sector of our country amid the crisis.

	<ul style="list-style-type: none"> - Webinars - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures - Social events 	
<p>Please provide details of any other activities you are undertaking</p>	<p>After our first local webinar, we have been successful in engaging our senior professionals/members and in generating discussions on our CILT Best Practice response to the crisis in our local context. We have decided to arrange more webinars with senior professionals and industry experts (both Government and private entities) across the various sectors in logistics and transport to discuss and debate solutions and reforms to the pertaining problems facing the sector amid the COVID-19 crisis.</p>	

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