

Communications Sector Group

Mission Statement

The Communications Sector Group's mission is to share its expertise, experience and industry best practice to *help* Chamber members communicate more effectively *in all aspects of business, including both internal and external communications*. The Sector Group's work will also seek to build Chamber membership by appealing to and attracting non-member organisations.

Priorities for 2014-15

The following list details the skills and experience that the Communications Sector Group has identified as priorities and intends to share for the benefit of all Chamber members through a variety of channels:

- Social media
- Internal communications
- Email – how to use it effectively (internal and external)
- Writing
- Visual communications – the use of imagery
- Presentations and pitching
- News generation – identifying what's newsworthy
- Reputation management – working with the media
- Digital marketing
- Measurement – external communications
- Sales – customer communications
- Marketing collateral
- Branding

Delivery

The Sector Group's mission will be delivered through a series of activities and events. Primarily these will include:

- Editorial in CONNECTED magazine and on the Chamber website, with associated social media activity
- Seminars, workshops and talks at Chamber events
- Joint sector group events and training (international and HR to date)
- Bespoke Communications Sector group events
- Ask the Expert representation at Chamber networking events