

PR Report – District Council Report Sat May 5, 2018

The Communications team has had a turbulent year, with one PRM being unable to continue in the role, followed by a gap, and then a replacement PRM taking the helm. The web team had a similar turnover.

However, a dynamic team of four has coalesced, initially around taking District 99 website up the next level: Webmaster, Diacre Bayishime, Web Strategist, Michael Wilson, Communications Manager Michelle Taylor, and Public Relations Manager, Nick Wilson. All are qualified professionals in their fields of IT, Communications, Digital Marketing and Public Relations.

So far, upgrading the website has been the focus.

They have executed navigation adjustments and added analytics. But most notable change is the set up and extra content they did for the convention, as well as the testimonials and all the posts that have been added.

An extremely comprehensive draft communications strategy has been written, which focuses on internal communications, empowering VPs PR for micro publicity and generating external macro publicity.

It provides a situational analysis of, and strategies for, different kinds of clubs - each has its own opportunities and challenges. The research is qualitative, based on visits by the PRM to a dozen clubs in the past two months.

It includes strategies, tactics, and performance indicators.

The quantifiable results, ownership and accountability will be the platform for the successful year ahead.

Submitted by Nick Wilson