AFERA Project Basics		Project name:	*Marcom*		Document date:	2019-10-08

Broad (long term) goal >	Support all WGs in their outreach to communicate the process of their initiatives as presented in Afera strategy + manage on- and offline communication efforts
SMART goals 2019-2020 deliverables>	• KPIs – overview of activities and their success/ reach/ traffic o x% increase… • Content - structured content calendar, when, what, which occasion • Clearer guidance for Afera events of what, why, who, …. • Customer journey map with the target of understanding the needs of the recipients, i.e. "where to pick them up"

Resources >	Budget ↓	Skills ↓	Tools ↓
	Elke (20 – 30%) structure and content; Bathsheba – content submission/ content research (5 – 10%);	• Marcom expertise • SEO – key word creation • Content creation – not always easy to find "new" content • Administration/ analytics – ongoing self-education (e.g. google webinar on analytics)	• New web site → better lay out • Dbase/list • Content from platform, member company web sites (some of which are very outdated), .. • Feedback from WG on specific communication (e.g.flyer)

Which Marketing-Communication support needed >	Twitter – desgin that sticks (Traffic genberator) , Afera; LinkedIn; Website – news letter Create a membership forum comparing state of the art MarCom Get more input on content about initiatives of the different WGs (e.g. sustainability report)
Which Technical support needed >	CMS existing – ok!
Team profile > •	*Skills, Network, Insights needed in the team ↓* See skills above
Team	*Team Lead & Members ↓*

		Elke, Bathsheba, Various from industry being part of the Marcom Group

If more space is needed, please add the reference to your expanded text or file the box (e.g. 'See note 4' or 'see budget2019.xls')

AFERA Project UPDATE	*Project name:*	*MarCom*	*Document date:*	2019-10-08
			Report period (from – until)	
Which external professional support needed (if any) >	Somebody like Bert van Loon			
Update "progress and results" in past report period (deliverables, kpi's etc.)	See Elke's Marcom update (will show later)			
Update change in approach / plan – new challenges	*More active on social media – higher engagement , more visibility of the Afera brand,* *Better planning and structure of what and when (committee Astrid, Elke, Bathsheba, anybody lese from Mktg Committee?)* *Challenge → how to measure and make it visible to the association and members*			