

AFERA Project Basics	<i>Project name:</i> New member recruitment	<i>Document date:</i>	
<i>Broad (long term) goal ></i>	Member growth to get broader industry representation and geographic representation. Specific Focus on Tape producers (As decided in October 2019) in 2020-2021		
<i>SMART goals 2020-2021 deliverables ></i>	<ul style="list-style-type: none"> • [x] new tape producer members in 2020 / [x] new tape producer members in 2020 • Other member growth not within scope WG-member-recruitment, but to be expected as organic result of all Afera activities • .. 		
<i>Resources ></i>	<i>Budget ↓</i>	<i>Skills ↓</i>	<i>Tools ↓</i>
	<ul style="list-style-type: none"> • Budget (TBD for promotional efforts (e.g. Direct Mail to prospects)) 	<ul style="list-style-type: none"> • Marketing • Administration 	<ul style="list-style-type: none"> • Prospect dbase/list (Cloud / Shareable) • Promotional Materials
<i>Which Marketing-Communication support needed ></i>	<ul style="list-style-type: none"> • Up-to-date 2020-edition of flyer & web content for potential (producer?) members to outline advantages and practical info • Revised and cleaned tape producer prospect database (? + prioritization in 2-3 tiers. Based on criteria TBD) • TBC: special 'first year trial fee' ? • Clear process + planning: e.g. monthly outbound prospect DM, active follow up by email /phone by WG members, status updates in dbase + personalized follow up (or not) after WG contact with prospect. 		
<i>Which Technical support needed ></i>	None		
<i>Team profile ></i>	<i>Skills, Network, Insights needed in the team ↓</i>		
	<ul style="list-style-type: none"> • Experienced industry WG-members who know/understand the potential members (prospects), who know how to motivate them with arguments and who have the time and motivation to reach out to prospects. • Support team (Lejeune) with marketing and administration skills and capacity 		
<i>Team</i>	<i>Team Lead & Members + role Responsible (for partial(s)), Accountable (1 Leader), Consulted, Informed ↓</i>		
	[members] Team Leader TBD, Beverly Weaver (R), Stefan Neuner (R), [support] Astrid Lejeune, Elke Verbaarschot, Bathsheba Fulton		