

# Marcomms - Purpose

- Demonstrate, communicate and showcase ‘best practise’ examples and knowledge created by the other CE Midlands Thought Leadership Forums
- Promote CE Midlands ‘Benefits of membership/involvement’, outputs and events
- Grow membership of CE Midlands & its clubs
- Promote CE Midlands members via PR & marketing events and activities
- Manage and promote the CE Midlands Adopt a School Scheme
- Improve the **image of the construction industry** through delivering diversity, inclusion and improved knowledge in mental health & wellbeing
- Be at the forefront of the digital media
- Manage CE Midlands regional events e.g. Annual Summit, Events and Awards

# Marcomms - Looking to the future

- Website Merger CEM/CEW/CESW – 23<sup>rd</sup> Oct.
- Agree and confirm Social Media Campaign (*Facebook, LinkedIn, Wats App*)
- Generate & distribute → Guidelines for social media activity
- Members are asked to engage via Twitter & LinkedIn Networks
  - 22 followers on LinkedIn, *we need more to spread the message and 'best practise' examples*
- Increase CE Midlands Membership, *vidcast in preparation to promote membership*