



Communication Committee

The Necessities

Mike Taylor, C.P.M.

Spring 2002

Our Responsibility

- ◆ **Advertising: Spreading** the word
- ◆ Promoting: Building **excitement**
- ◆ Publicity: making **news**
- ◆ Sales: Marketing the **organization**
- ◆ Reporting: gathering **information**
- ◆ Public Relations: a positive **image**

Committee Logistics

- ◆ Mission and vision
- ◆ Goals and objectives in line with affiliate
- ◆ Contribution to affiliate Marketing plan
- ◆ Staff and delegated assignments
- ◆ Meetings and important events
- ◆ Progress and accomplishments
- ◆ Communication with Committee and Officers

Goal & Action Plan

◆ Focus goal on end result

- Each member will have 2 opportunities to find out about...
- Local businesses will hear about us in xx ways
- *People* [who?] will always be able to find our schedule
- Affiliate will be seen as *professional*

Budget

- ◆ More money is NOT more results
- ◆ Measure effectiveness of each dollar
- ◆ Minimum level to conduct business then add some meat
- ◆ # program notices x #members x printing cost x mailing cost
- ◆ Review wasted copies and adjust quantity (contest)

Leadership Development

- ◆ Delegate projects, ownership & budget
- ◆ Recognize and encourage efforts
- ◆ Reward accomplishments & progress
- ◆ Provide and discuss resources
- ◆ Review records and history
- ◆ Network with other affiliates
- ◆ ISM Resources

The 5 W's

- ◆ WHO is the target audience?
- ◆ WHAT are we trying to communicate
- ◆ WHEN is the deadline
- ◆ WHERE is the action
- ◆ WHY are we communicating this; what action are we hoping to achieve

Content is Everything

- ◆ Event specific: Cover the 5 Ws
- ◆ Calendar of dates, events, deadlines
- ◆ Educational, purchasing, professional
- ◆ Background on speakers, members, officers
- ◆ Demographic material about the Affiliate
- ◆ Feedback, survey results
- ◆ Recognition

Tools of Communication

- ◆ Program notices
- ◆ Newsletters
- ◆ Media releases
- ◆ Email
- ◆ Web site
- ◆ Standard marketing materials
- ◆ Press Kit

Tools; Discussion

- ◆ What ideas do you have?
- ◆ What has your affiliate tried?
- ◆ What worked well?
- ◆ What didn't work?

Electronic Distribution

- ◆ Distribute in multiple ways
 - Paper
 - Electronic PDF
 - On line
 - Email notices
- ◆ Report highlights of the newsletter

Tips and Tricks

- ◆ “One thing” question
- ◆ Common theme
- ◆ Consistent look and feel
- ◆ **CROSS-LINK PUBLICATIONS**

Terminology Suggestions

- ◆ Use positive language
- ◆ Monthly Program vs Monthly *meeting*
- ◆ Leaders vs *officers*
- ◆ Announcement vs *notice*

Process Improvement

- ◆ Develop an Internal Communication plan for Incoming Information
- ◆ Assign tasks for reading and forwarding
 - Correspondence, letters, notices, mail, returned mail, etc.
 - Publications by ISM; e.g. Newslines, BOD meetings, Certification news
- ◆ Ensure that important information is distributed to everyone who could benefit

Search for:

Go

Office Home

Get to Work

Design Gallery Live

Template Gallery

Assistance Center

Office eServices

Office Update


Product Updates

Download Center

Related Sites

Product Support

MS Press

Sign up for our
newsletterOffice Worldwide 

Try Office XP

Windows Update

MSN

Microsoft.com

Office Central

Office Developer
Center

Office Resource Kit

Word 2000 Supplemental Templates and Wizards

In addition to the standard templates and wizards for letters, faxes, and memos, these supplemental templates and wizards have been added for home and business use in Word 2000:

- Contemporary Press Release Template
- Elegant Press Release Template
- Invoice Template
- Professional Press Release Template
- Purchase Order Template
- Weekly Timesheet Template
- Newsletter Wizard

**Total Download Size = 449 kb****Total Download Time = 3 mins @ 28.8k**[Download Now](#)

To install this download:

1. You may want to print this page to use as a reference when you are offline.
2. Download the file from Tools on the Web by clicking the **Download Now!** at the top left of this page and following the instructions in the dialog boxes.
3. Double-click the **WrdTemp.exe** program file on your hard disk to start the setup program.
4. Follow the instructions on the screen to complete the installation.

Instructions for use:

1. Restart Word.
2. On the **File** menu, select **New**. On the **Other Documents** tab, double-click the icon for the template or wizard.

To remove this download:

1. On the **Start** menu, point to **Settings**, and then choose **Control Panel**. Double-click **Add/Remove Programs**.
2. In the list of programs on the **Install/Uninstall** tab, find **Microsoft Word Supplemental Templates and Wizards** and highlight it.

Translate foreign
documents - instantly!

Office Depot
Low Prices...Every Day!

Office Depot
Everyday Low Prices

Download Details:

Works with
Word 2000

Filename
wrtemp.exe

Last Updated
04-Feb-2000

Languages Supported
US English
French
German
Japanese

Networking; Discussion

- ◆ What can we share with each other?
- ◆ How can we collaborate?
- ◆ What would be valuable to get from other affiliates?
- ◆ Can we use other Affiliate Newsletters? (electronic)

Sources of Material

- ◆ ISM News Line
- ◆ ISM Just in E-Time
- ◆ ISM Inside Supply Management
- ◆ ISM meeting minutes
- ◆ ISM media releases
- ◆ ISM Affiliate Support Staff

Resources and Links

◆ ISM Affiliate Support Materials

■ Spreading the Word

- ◆ office.Microsoft.com/downloads/2000/WrdTemp.aspx
- ◆ www.ism.ws/MembersOnly/CoursewareMaterials.cfm