



The Chartered
Institute of Logistics
and Transport



CILT(UK) CHAMPION'S INITIATIVE



Accelerating professional membership through teamwork

The Idea

To identify, and support, willing advocates of CILT to act as in-company ambassadors and inspire new/existing members.

The Objective

To increase membership by having strong advocates employed in medium to large organisations who can encourage colleagues to become members by explaining **how to engage** and **derive benefit** for themselves and their employers.

The Target

Each CILT Champion to recruit 15 new members of the Institute per annum.

The Process

- 1 Identify active members of CILT working in targeted companies to become CILT Champions.
- 2 Organise launch event to provide in-depth understanding of CILT, means of engagement and details of Connection, Professional Recognition, Professional Voice and Personal Development, and key contact.
- 3 Promote their activities through monthly magazine articles, web page and social media.
- 4 Provide single point of contact for support.
- 5 Arrange regular follow up/feedback meetings - 6 month intervals.
- 6 Measure success.