



## **CILT Centenary**

### **Working Party Meeting Tuesday 27 November**

**Present:** Ceri Williams, Jasper Cook, Keith Newton, Sue Simmonds (Pink)  
Kerry Wiles (Pink) Sarah Rothwell (Pink)

**Proposition:** Soft launch in January with focus on use of website / social media communication platforms, building through set piece events, to anniversary event in November, supported by charity event and programme of local events throughout the year.

## **Initial Proposals**

### **International Activities**

- New President / Centenary Agenda international press release.  
Timing: January 2019
- Centenary Page on International Website: Target 100 member stories from the international membership over the year. Timing: January 2019 ongoing. Consider Centenary styling / logo / graphic treatments. Use of blog.
- Centenary Video “A new Institute for a new era”. 90 – 120 seconds, recognise our roots, look to our future. What does CILT mean to you? Simple messaging, international audience, people focus. Timing: February/March 2019
- Social Media response campaign “This is what CILT means to me” – February/March ongoing. Organised campaign to travel the globe over the course of the year. Consider schedule of regional blocks or specific topics to respond on. Produce 2 – 3 co-ordinated amalgamations of ‘This is what CILT Means to me’ responses.
- Set Piece Events: Use of New Institute video and video amalgamations of social media responses at
  - Africa Forum March 2019 (and launch of bike scheme, below)
  - International Convention June 2019 (and launch of Next Generation). International focus on a New Institute for a New Era
  - China Conference October 2019
- Charity event: 100 Bikes for Africa. Fundraising scheme for bike purchase? Relocation of bikes from failed bike schemes? Transaid link? China link?
- Savoy Hotel event - 3 November. Re-enactment of the Savoy hotel meeting with the new face of the Institute: supporting our members in

responding to the demands of the industry over the next 100 years.  
International / WiLAT / YP focus. HRH? Sir Peter Hendy?

### **Local / Regional Activities**

Co-ordinated campaign of branch / regional events spaced over the course of the year.

### **Support**

Co-ordinated communications plan of central and local events

Centenary branding device / photographic treatment / social media image treatment

### **The next stages**

- IMC response
- COT response
- Initial costings (Pink)
- Develop proposals
- Liaise with branches on local activities
- Develop communications plan

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